www.mymobile.co.in

JUL 15 to AUG 14 2012 •

MY MOBILE™

FOR A CONNECTED LIFESTYLE

Gifts for Rakhi

Gadgets your sibling will love P 36

TOPSY-TURVY TARIFFS!

3G prices fall, 2G prices rise- the tariff turnaround P 22

RIP Cameras?

Will the cameraphone invasion kill point and shoot cameras? P 34

Tested

BlackBerry Porsche Design P'9981, HTC One S, LG Optimus 3D Max, Nokia PureView 808, and more... P 50

FIRST CALL

We have been reporting on mobile devices and lifestyles for more than seven years now, so the expression "change is the only constant" has been downgraded to the level of a cliche by us. And yet, we must admit that we have rarely seen a period of such hectic change and activity as the past thirty days. Be it new devices, new technologies, new operating systems and platforms, operator moves...this period had them all. And more.

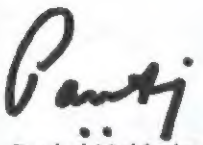
Needless to say, we have tried to capture all this excitement for you in this issue of My Mobile. Our cover story revolves around the curious ebb and flow of data tariffs in the country. While most people have been talking about the dropping prices of 3G, what has passed relatively unnoticed is the fact that the prices of 2/2.5G data connectivity have remained unchanged, and are in many cases, higher than that of their 3G counterparts. While some might consider this to be a near Utopian situation, with high-speed connectivity costing lesser than lower-speed ones, it is a matter of concern in a country like India, where 3G adoption has been sluggish at best. We look into this trend, its reasons and where it is headed.

It has been a month of launches, previews and releases. Apple, Google and Microsoft have all shown their mobile OS hands for the coming days and in the case of the last two, have also shown off devices that they plan to bring to the market later this year. It is too early to know what will actually transpire, but we have cast a glance on what these titans have to offer. Speaking of offers, we also take a look at some of the latest handsets to have hit the Indian market, including the likes of the HTC One S, the BlackBerry Porsche Design, the Nokia PureView 808 and the LG Optimus 3D Max.

"What do women want?" is a question that has not just been afflicting the male of the species but also mobile tech manufacturers. As the number of women using mobile tech rises, we take a look at what some members of the fairer sex - some famous, others less so - have been doing with their handsets and tablets. And as all work and no play would make us very dull indeed, we also round up some apps that do...nothing, other than make you smile. Yes, we round up some very prank-worthy apps that you can use to pull a fast one on your friends. Or enemies, for that matter. Our collection of gadgets that you can gift to your brother or sister for Raksha Bandhan is however, a totally fraternal affair.

All this is accompanied by the usual blend of software and hardware reviews, burn tests, interviews and features that makes My Mobile the magazine that it is.

Happy reading from all of us !



Pankaj Mohindroo
EDITOR-IN-CHIEF

MY MOBILE

EDITORIAL

Pankaj Mohindroo | Editor-in-Chief

Sonia Sharma | Associate Editor
Nimish Dubey | Consulting Editor
Sulabh Puri | Deputy Editor
Mukesh Kumar Singh | Assistant Editor(H)
Harshita Rastogi | Correspondent
Waseem Ansari | Reporter
Heena Jatav | Reporter
Ketan Pratap | Trainee Reporter

DESIGN

Ajit | Consultant Art Director
Ajit Kumar Parashar | Graphic Designer

OPERATIONS

Puja Mohindroo | Business Manager
Apoorv Bhatnagar | Marketing Manager
Sarika Bhasin | Marketing Manager
K. Rajagopalan | Advisor-Legal, Accounts & Admin
Pooja Handuja | Manager HR
Deepak Kohli | Manager-Accounts

CIRCULATION

Amit Prakash | Circulation Manager

ADVISORY BOARD

Prithipal Singh
S.C. Khanna
S.D. Saxena
Rajan Mathews
T.R. Dua
T.V. Ramachandran
Shiv K. Bakhshi
Sonu Halan Bhasin
Bejon Misra

Edited, published, printed and owned by Pankaj Mohindroo, Published from Flat No. 25, First Floor Shankar Market Connaught Place, New Delhi – 110001. Printed at HT Media Ltd. B-2, Sector 63, Noida. Distributed by Central News Agency Pvt Ltd and India Book House (Maharashtra & Gujarat).

Copyright 2005. My Mobile is a registered trademark of My Mobile Infomedia Pvt Ltd. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form- electronic, mechanical, or otherwise, without prior permission.

The publishers regret that they cannot accept liability for errors and omissions contained in this publication, however caused. The opinions and the views contained in this publication are not necessarily those of the publishers. Readers are advised to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the reader's particular circumstances. The ownership of trademarks is acknowledged.

Volume VIII Issue VI, JULY 15, To AUGUST 14, 2012

CONTENT

LEAD STORY

3G gets more affordable as 2G tariffs go up

22

CONTEST

Answer a few questions and you could walk away with a Snapdragon-powered handset

32

SPOTLIGHT 28

Women achievers speak about their dream phone

CHIEF SPEAK 40

Sunil Dutt, MD, RIM India shares his strategy to make BlackBerry the buzziest brand ever

FACE TO FACE

Sanjeev Bhardwaj, CMD, ERD Group of Companies speaks about their future plans 20

Dipanker Mukherjee, COO, handygo Technologies, discusses MVAS in India 79

Joby Babu, head – operations, Nimbuzz talks about their target audience and future plans 105

INFOCUS

Are P&S cameras dead? - What lies ahead? 34

Celebrate this Raksha bandhan with gadgety gifts 36

A few of the apps that can put a smile on your face 38

Letter 10
Consumer Forum 12
News 14
Rumour 18
Telco Trivia 108
Mobile Doctor 112

htc one S

As recommended by You

Amazing camera. Beats Audio.™

facebook.com/htcindia htc.com/in

htc quietly brilliant

CONTENT

CELL-EBRITY 43

Actor, Gul Panag reveals her love for gadgets

BURN TESTS

IDEA 3G ID 918 50

MTS MTAG 401 52

LG 3D OPTIMUS MAX 54

HTC ONE S 56

NOKIA PUREVIEW 808 58

BLACKBERRY PORSCHE P9981 60

CELL CLUES

The new operating system that are all set to take on the tech world 44

KNOW YOUR OPERATOR 46

What you should know about Reliance Communications

JUST IN 48
From the razor sharp, Motorola Razr Maxx, to the super powerful Samsung Galaxy Beam, know about the latest phones in the market

SNEAK PEEK 49
A peek at the future devices Google Nexus 7 tab and Microsoft Surface

ET-CETERA 72
Handy gadgets and cool gizmos... its not just phones!

EVENT 80
CommunicAsia 2012

GEAR GUIDE 82
Your guide to accessories from Nokia

NOSTALGIA 106
A trip down the memory lane

PERSONA 109
Ratan Tata revealed

THEY SAID IT 110
Quotable quotes from the industry behemoths

VANTAGE POINT 114
Chandrashekar Rao Kuthya, senior product line manager – Finacle Mobile Banking, talks about the future of mobile banking

BOREDOM BUSTERS 62
From adventurous Batman fans to sporty Olympics lover, we have games for all

SMART APPS 68
From making pictures perfect to getting to the right destination, do everything with your phone

Total number of pages= 116 (112 + 4 cover)

LETTERS

I am an avid reader of My Mobile magazine. I like the magagine and its content a lot but what I personally feel is that the content in games and apps section is very less. It will be really great if you can cover more games and applications in your magazine as they are becoming more and more important. Therefore I request you to add some more pages for apps and games. As per your reviews section is concerned, it includes all the newly launched phones in the market and it is the best section of your magazine. May be you can reconsider which specifications do you want to carry in the review considering that a number of advanced features are becoming more common.

-Gyan Hajong, via email

It is in reference ot a story in your last issue, 'Phones that suit your needs and budget too'. I really liked this story in as it focused more on the devices that could fit to budget. The article helped me in picking the best phone in the price range of Rs 4,000 to Rs 5,000. As I was planning to buy a new phone that had smart features and would be available in that price range. I bought Nokia C2-03 and really happy with the phone.

-Shantanu Giri, via email

I appreciate the way My Mobile magazine covers burn tests of various devices. It really helps in making the best buying decision for anybody as it gives deep insight of the product. Also knowing the nitty gritties of mobile handsets is an interesting stuff. Every month I learn interesting things from My Mobile and tell them to my friends. Also if you are carrying other gadgets may be you can give same in-depth reviews of those too.

-Kamal Bhandari, via email

I recently bought Samsung Galaxy Pocket and it was only after reading your Burntest section, I made my mind to buy this smartphone as this was the best phone in my range. I want to thank My Mobile team for helping me out.

-Aakanksha Sharma, via email

I really find the Persona section of your magazine very interesting. It carries those facts about famous personalities that we don't usually get to read anywhere. It was rather pleasant to read about Tim Cook in the last issue as otherwise I would never know that the Apple CEO lives in a rented house. I wish if you could cover some celebrities in the section as well.

-Shashank, via email

In the last issue, you did a story on cable digitisation in India. I was not at all aware of digitisation issue but after reading the story, it helped me to understand the whole scenario. It rightly points that DTH will undoubtedly be the future of home entertainment for the most parts of the country. And now when the deadline has been extended it proves that the Indian Government's efforts have gone in vain yet again. I hope this time the government follows the deadline and we can experience the whole new era of digitisation in our country. Looking forward to some more interesting stories in your next issue

-Mitesh, via email

The story 'Hard drives in the sky', was an interesitng read. Nowadays we worry a lot about the storage capacity of our smartphones. I myself want to carry all my data in my phone but that's practically impossible right now. But the services mentioned in the story definitely tell us about the capability of cloud storage. How useful at times it might be for us to carry all our data without worrying about the storage capacity? I have now started using cloud storage to store my data using Dropbox. But it will be even better if you can write about the free services for cloud storage and if there are any affordable phones that come with this feature.

-S. Dhama, via email

Are you crazy about cellphones and have the potential to pen a few lines? Do you have a nose for news and can also key in a dream headline? Do you crave to lay your hands on the latest gizmos and tell the world about them? If you think you have it in you, we are looking for you. Rush your CV to **team@mymobile.co.in** to see your name in My Mobile, India's best mobile magazine.

CONSUMER FORUM

Complaint 1

I bought a SIM card of Tata DOCOMO from Mr Manish, SD Communications, Lake Gardens, Kolkata. He gave me the SIM and took the documents but did not activate the promised tariffs. He then gave me another SIM, but that was blocked by the company as they told that the documents do not contain the seal and sign of the vendor. The vendor told me that the form collection person (Mr Ashish from Arbee Teleservices, 15/2/3, Sweetland Jheel Road, Kolkata-75) was not coming to take the forms and said that he would give me a number. But nothing was done. I am really very frustrated with all this. I have paid all the money and deposited all documents as per requirements, but my SIM has been blocked. I would appreciate a quick solution.

-Apoorva Mukesh

Tata DOCOMO's Reply

We are looking into the matter.

Complaint 2

I have been using Tata Indicom's post paid service for nearly one and half years. Recently, I requested for termination of my service. I have been called customer care in this regard three times and every time I have told that the concerned department will call me within the next four hours but this has never happened. I first called in the first week of June, then in the third week, and the last time was in early July. Could you please take up the issue with Tata Teleservices to immediately teminate my services?

-Pawan Kumar Gurunath

Tata Indicom's reply

The matter has been resolved.

Consumer's Reply

The issue is now resolved.

Complaint 3

I bought an MTS mTag 3-1 on December 17, 2011. From the time I purchased it, its touch was not working well. I returned it to the seller, he sent it for repair, but it came back without any improvement. I gave it to the shop again in April 2012, and have not got it back. It has been a long time. What should I do?

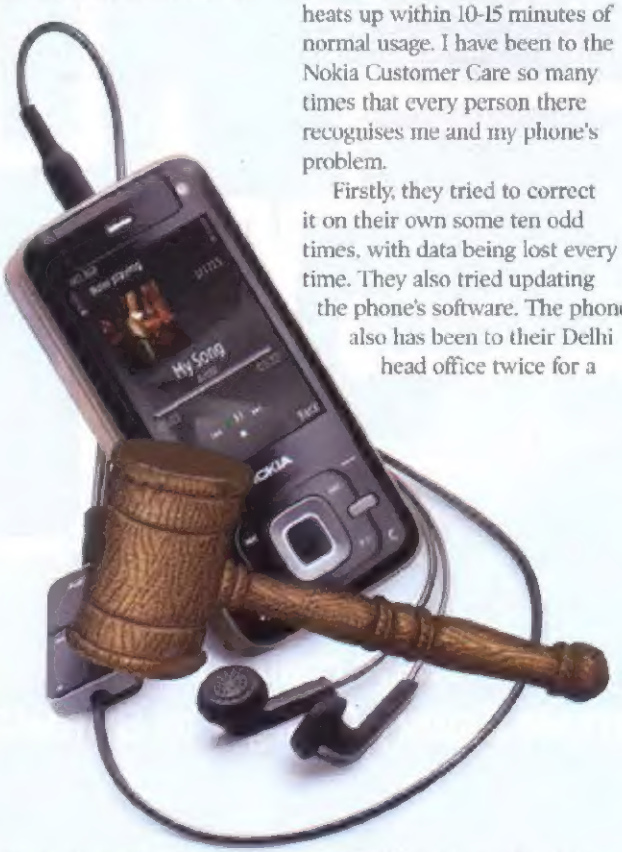
-Vishal Soni

MTS's Reply

Awaited

Complaint 4

I gave my new mobile, the Samsung 3213, in the service center at Kottayam, Kerala. They replaced its motherboard, but it



still restarts when I type in the mail and message options. What should I do now? Please help.

-Mohan Jacob

Samaung's Reply

Awaited

Complaint 5

I have a brand new Nokia Asha 200, which I purchased on 25 May, 2012. However, I have been having problems with it - whenever I use it for more than five minutes, it turns off automatically. I took the phone to Nokia Care, who kept the phone for two days and then told me that the phone was OK. However, the problem recurred on the same day and Nokia Care is not helping. Could you please help?

-Milan

Nokia's Reply

Customer asked to visit Nokia Customer Care.

Complaint 6

I bought a Nokia Lumia 710 in the last week of January from Chandigarh. From the very next day, the phone started giving heating problems. The phone heats up within 10-15 minutes of normal usage. I have been to the Nokia Customer Care so many times that every person there recoguises me and my phone's problem.

Firstly, they tried to correct it on their own some ten odd times, with data being lost every time. They also tried updating the phone's software. The phone also has been to their Delhi head office twice for a week each and the problem is still there. I am tired of Nokia's behaviour and would request them to replace the handset as the problem is not getting rectified by their engineers.

-Ritij Khurana

Nokia's Reply

We are looking into the matter and will get it resolved on priority basis.

Complaint 7

I have a postpaid connection from Idea. My problem is I have been charged Rs 50 every month for some Idea mall services as an MMS which is sent to some number "ap17990000c00503c1", whichactualy is not a mobile number. Even the customer people don't know what are those services for. Please ask them to deactivate those service or at least tell me how to deactivate those services.

-Upendra Kumar

Idea's Reply

Awaited

Complaint 8

I had purchased a Dell XCD 35 from a store in Lajpat Nagar in New Delhi towards the end of last year. The reason for my purchase was that a Dell salesperson had specified that Dell is the only brand to offer on spot replacement in case of a problem. I started facing a problem with the device's camera early this year so I contacted the service center. There I was told that I will have to deposit the device with them and that it would take them a month to get it replaced. I gave it to them after some correspondence with a person in their company in Bangalore. The phone they replaced after many hassles is a second hand set and it still has some software issues which I got corrected from Vodafone engineers. I am still left with some hardware related issues like scratches on the body and marks on the inside of the screen. Their spokesperson says that they won't be doing anything about it now. I have attached the correspondence with Dell so far. Please advise.

-Gautam

Dell's Reply

Awaited

Are you being harassed by a celco that doesn't hear your plea? Email your issues to **consumer-forum@mymobile.co.in** and we will take up your cause with the concerned company. Kindly mention your contact number at the end of the Email so that we can get in touch with you. Whenever possible, also provide us complete details of the correspondence with the celco.

OPERATORS & TARIFFS

3G war continues, Vodafone slashes prepaid 3G tariff rates

Vodafone slashed its third generation high speed internet service rates up to 80% per cent following reductions by other major operators. With a 2paisa/10KB rate Vodafone has entered the 3G war with competitive tariffs. The company has introduced a Pay As You Go (PAYG) rate for its prepaid customers. The 3G tariff slashing by operators is occurring at a time when most operators are standing together against the high reserve price of spectrum proposed by TRAI. Vodafone 3G plans now start from Rs. 25 for 25 MB data usage and go up to Rs 1,599 for 12 GB data usage.

Clay Telecom introduces Country Specific Prepaid SIMs for US and UK

Clay Telecom, the international mobility service player, has launched a new pack of prepaid products – data cards, new global SIMs, country specific SIMs for the US, UK and Germany. The company aims to provide better telephony and data services to its customers at the lowest possible costs. It caters to various business and travel needs of the consumer, and is offering unlimited connectivity, coupled with support services to stay connected while on the move. The UK prepaid offers free incoming calls, with a lowest price guarantee and call back to India at a minimal cost. In addition, recharge coupons are available at over 80,000 locations across Europe. The USA prepaid card is a card for people travelling to US. Free talk time gives users an additional benefit on the cost and also gives users an option of recharging online. The Germany prepaid card gives customers the facility of free incoming calls, free Clay-to-Clay calls and reasonable rates for calling back to India.

VALUE ADDED SERVICES/APPLICATIONS/ GAMES

Google Maps for Android now works offline

Google Maps for Android has received a facelift. Now Google Maps has offline features enabling Android mobile users to use the service even without an Internet connection. The latest version of the app in Google Play has more than 150 countries including India for offline use. The new feature is handy for users travelling to different locations, states/countries where they can use it without a cellular network connection. Google also unveiled faster Compass Mode for Street View within Google Maps for Android, allowing the user to get a 360-degree, panoramic view of an outdoor or interior location through Business Photos.

LinkedIn releases Windows Phone app

LinkedIn, the professional social network has launched its first Windows Phone app. The new LinkedIn app allows users to access real time updates from their contacts and groups. It also allows users to explore job listings and access real time industry news, and incorporates updates via Twitter from LinkedIn contacts. The app is currently available for free in the Windows Phone marketplace and will run on devices having Windows Phone OS 7.5 and above. LinkedIn launched its iPad app as well, which was optimised for the tablets new retina display. The app will keep users up to date with news from the industry, explore jobs of interest and also share content with their network from anywhere.

LG launches Mobile TV app

LG has launched a new mobile TV app called (appropriately) Mobile TV. This application allows users to watch live TV, films, movie trailers, news, Bollywood entertainment, and cartoons on your handset. The app comes embedded in phones from LG like the LG Optimus L7. The app lets users watch full-length movies in various languages as well. Movies can be streamed over Wi-Fi or a 3G connection. Users can view more than seventy live TV channels, get online widget support, on demand services and also get free TV viewing for two months from the date of activation.

NEWS BITS

HANDSETS & MORE

Zync launches new tablet at Rs 11,990

Indigenous tablet maker, Zync Global, has announced the launch of its Android 4.0 Ice Cream Sandwich run tablet – the Zync Z-999 plus. The Z-999 plus is Zync's first offering in the 7.0 inch display based tablets with Android 4.0 space and also features 3G calling and data connectivity through an onboard SIM slot. The device runs on a 1.5GHz single-core ARM Cortex A8 processor and comes with 512 MB RAM. The tablet weighs 340gm, measures 8mm in thickness and carries a 4200mAh battery for a better back up. The Z-999 plus comes with inbuilt Wi-Fi along with a 2.0-megapixel camera and a VGA front camera for video chat. The tablet comes equipped with HD video playback support, HDMI support, 8GB internal memory which is expandable up to 32GB, keyboard support function and has an inbuilt 3G SIM card slot. The device has been priced at Rs. 11,990 and is targeted at the youth and corporate sector.

HTC launches Desire C

HTC, has unveiled the HTC Desire C at Rs. 14,999. The handset has HTC Sense 4.0 integrated with Android 4.0 (Ice Cream Sandwich). The new HTC Desire C features the new Beat Audio technology that allows users to hear music just as the artist intended. It also packs a powerful battery and offers access to thousands of apps, games, music and movies available through Google Play. HTC Desire C has a 3.5 inch HVGA screen and also sports a 5.0 megapixel camera. The phone boasts a micro-drilled earpiece for sharp in-call sound, hyper-viewing angle display and a metal camera bezel. It also comes with 25GB of free online space for back-up, to browse and share photos, videos and documents, whether stored locally or in the cloud.

Android Jelly Bean 4.1 OS is here

Android's latest version has been launched. The new Android 4.1 OS has been given the name, Jelly Bean. The next generation of Android phones will run on this version, although it is not clear as of now which current devices will receive this update. To compete with Siri, Android has revamped the existing voice based search system.

The search is faster and the voice sounds very human-like. Faster photo reviewing feature along with a filmstrip user interface has also been added. The notification system has been given a facelift as well. Over that, 4.1 OS supports 18 new languages and can pair two devices via Bluetooth. Overall this update looks great, it seems quite powerful and at the same time is user-friendly.

Dell launches new range of XPS notebooks

Dell has announced the expansion of its XPS notebook portfolio, launching the XPS 14 ultrabook and introducing the XPS 15 in India. The new laptops are distinguished by vibrant displays with hardened Corning Gorilla Glass and the latest Intel third generation processors. The XPS 14 has a bright 14-inch HD display, a backlit keyboard, a 500GB hard drive and a 32GB mSATA card; it also delivers 11 hours of battery life. The XPS 15, on the other hand, has a vivid edge to edge display, powerful NVIDIA graphics as standard, backlit keyboard, and an optional integrated slot load Blu-ray disc drive, as well as 1TB storage. Its price in India has not been disclosed yet.

Policy & Regulations

Indian telecom subscriber reaches 960 millions

According to the latest telecom subscription data released by the Telecom Regulatory Authority of India, the total telecom subscriber base has reached the figure of 960.90 million. The data revealed that total wireless subscribers are now 929.37 million as of 31st May 2012 with a total addition of 8.35 million. The wired line subscription further witnessed a fall of 0.36 million and stands at 31.53 million. With this the overall teledensity has reached the mark of 79.28.

Sharad Pawar quits as telecom EGoM head

Just days after being appointed as the chairman of the Empowered Group of Ministers (EGoM) on telecom, Sharad Pawar stepped down from the telecom panel. Pawar wrote a letter to PM Manmohan Singh recalling that attempts were being made to drag him into the controversy of the 2G spectrum allocation. The PM accepted Pawar's request to be relieved of the additional charge. The Agriculture Minister was named the head of the EGoM after Pranab Mukherjee quit as Finance Minister to contest the Presidential elections.

Cable TV digitization deadline extended by four months

The Government has again extended the deadline of TV digitisation in the country. The cable digitisation process that was supposed to take place in four metros from 1 July has again been delayed for not one or two but for four months. Now the new deadline for the first phase of cable digitisation in Delhi, Mumbai, Chennai and Kolkata is 31 October 2012. The Cable Television Networks (Regulation) Amendment Act, 2011 has made it mandatory for the switchover of the existing analogue Cable TV networks to Digital Addressable System (DAS) by December 2014, in a phased manner. The first phase included the four metros, where the digital switchover was mandated to be completed by 30th June 2012..

TECHIEWOOD

Reliance introduces Sachin Tendulkar on 'CeleBlog'

Reliance Communications has introduced Sachin Tendulkar on its new voice blog service, 'Celeblog.' The Celeblog is a unique platform for cricket fans giving them the opportunity to closely follow Sachin Tendulkar; one of the greatest icons of world cricket. Sachin Tendulkar's new voice blog will be available in his own voice and will be readily accessible to Reliance subscribers nationally. Reliance subscribers will also have the option to like and reply to Sachin's blog wherein Sachin will be talking on all matters close to his heart - both on and off the field - to his fans.

Talk in Tech Corners

A phone from Amazon?

After having carved a niche for itself in the e-book reader segment and giving the iPad its first real taste of competition with the Kindle Fire, Amazon is now rumoured to be working on a smartphone. Sources say that the phone, like the Fire, will run on a heavily customised version of Android, and will draw heavily from Amazon's book, music, video and app resources. It is expected to be an all touchscreen affair and like the Kindle Fire, will not cost a bomb.

Nokia Lumia 910 on the way?

The Lumia 900 is yet to come to India, but rumours are buzzing that the flagship of the Lumia range has already been given a refresh. As per them, the new Lumia will not be running Windows Phone 8 - it will have to make do with the 7.8 update (or patch-up, depending on your perspective) - and is also likely to come with a single core processor. But what is likely to mark it out as special is going to be an extra slim design, a bright AMOLED display, and - we are saving the best for last - a 12.0-megapixel camera that is at par with the one seen on the famed N8.

New Galaxy Note!

No, we still don't know whether it is more tablet or more phone, but the first Galaxy Note from Samsung did well enough to inspire talk of a successor. And rumour has it that it will come with a larger, 5.5 inch SUPER AMOLED display and will run Android 4.1 (Jelly Bean). It will be powered by a quad core processor and will come with 2GB RAM and - this one surprised us - a 12.0-megapixel camera. Interestingly, we have not heard about any improvements to the S-Pen, but we are sure there will be some. The Phablet era seems set to continue!

MS Windows' partners unhappy with Surface

Microsoft's Surface might have grabbed a lot of attention in the tech world, but if we are to believe what we are hearing in tech corridors, it has left others who plan to come out with tablets running Windows 8 seething with rage, as they see the device as added competition in an already tight market. While most have refused to comment, there already is talk of a fierce battle being waged not between the iPad and the Surface, but between the Surface and other Windows 8 tablets. Redmond will need all its diplomatic skills to ensure that not too many feathers get ruffled here. Consumers are in for a tab treat, we suspect.

Mini Pad finally?

We have been hearing rumours about a smaller iPad to combat the seven inch tablet wave for a while now, but this time we must confess that the rumours sound particularly loud. If they are to be believed, the new, smaller iPad will look more like a large iPod Nano and is likely to be more pocket-friendly, both in terms of cost and carriage. It will have a display of 7.85 inches and at 7.2 mm, will be one of the thinnest devices out of Cupertino. Interesting? Yes. But we will believe it when we see it!

Is RIM selling off handsets?

A UK newspaper has sent shockwaves through the tech world by suggesting that RIM could be considering selling off its renowned handset business. Facebook and Amazon are believed to be interested in buying the business, which some believe will allow RIM to concentrate its forces on the enterprise segment and its legendary BBM. Incidentally, there have been suggestions that BBM is likely to go cross-platform with an Android version in the works. We just hope this one is not true - simply because we expect so much from BB 10. ■

team@mymobile.co.in

"Presently, mobile accessory market is led by smart phones"

Sanjeev Bhardwaj, chairman and managing director of ERD Group of Companies speaks about the Indian accessory market and their upcoming products

Harshita Rastogi

Please tell us a little about the company? ERD started in 1997 and initially we manufactured products like mobile phone chargers and adapters. Now we are the leader in manufacturing chargers, adaptors, and mobile phone batteries for third generation gadgets. Apart from this we have also ventured into hands free kits, smart mobile phone covers, memory card reader, LED torches, lanterns and solar mobile chargers. We have created a very strong product portfolio in last 15 years.

What are the prevalent trends in the accessory market in India? In the accessory segment, there has been high growth in the last 14 years. And in the past 6 months the cometition has also grwoth significantly in this category as more and more players are entering this market. Growth is also initiated by continuous innovations and modifications in the products and services, something ERD truly believes in.

What is the size of the overall accessory market in India? What is your share in Indian market? The market size for mobile phone accessories in India is around Rs. 15,000 crore. In the organized sector, ERD's share in mobile phone batteries segment is about 35 per cent and in the mobile phone chargers category we have been able to capture 60 per cent market share in India.

How is the Indian market different from global market? What are the challenges you face here? The mobile accessory market in our country is unorganised hence a lot of local brands have entered the market. Global markets in this arena have high quality standards which we lack in India. Also the service providers here are more, so the demand of handsets is increasing at a rapid rate making it a challenge to meet the market requirements.

With demand for smartphones growing, how has it impacted the demand for batteries in the country? Presently, mobile accessory market is led by smart phones and it is across the product categories, be it batteries, screen guards, etc. This market is growing rapidly and the users of these mobile phones are looking for quality, branded accessories. ERD is known for its high quality products to be able to cater to the demand of smartphone users.

What are your expansion plans and how much are you investing in the segment? At ERD, investment is done as per requirement as we are an innovative company with a strong R&D base. We have been doing continuous innovation since 1997 and this has made us the leader in mobile phone accessories segment. We will continue to innovate and expand in the future too.

Quality of products has been a major concern with the users. What actions do you take to keep up with the quality norms? ERD maintains high quality standards. We are certified by ISO and CE. We use led free and ROHS components. Also, keeping in mind environmental concerns we have lately ventured into solar Products.

Who are your competitors in the market? In the organised sector we have a few competitors but we like to deal with the competition in a healthy manner. We use double IC circuit for protection of our batteries. These precautions set us apart from other brands.

What new innovations can we expect from you in future? Can we see you getting into other accessories as well? We, at ERD carry our work with great zest, but our obsession with quality will remain the same. We are also coming up with accessories for PC Tablets, and here we promise that these will also be high quality, innovative offerings that will enhance the overall experience of our consumers. ■

harshita@mymobile.co.in

The Tariff Turnaround!

Next time when you wish to contact your friends, better send them an e-mail instead of calling. With 3G data tariffs going down and 2G tariffs increasing, opting for data services for communication might become the most viable option for consumers

Sonia Sharma

"Data rates slashed by 80% on 3G. Now enjoy 3G at 2 paisa/10KB with Vodafone." If you are a Vodafone subscriber and get this message on your phone, we warn you... THIS IS NOT A HOAX! In fact, subscribers of other 3G operators in the country might get similar messages and it is best not to dismiss them as a prank because 3G has - finally! - started to become affordable!

That is the good news, and we are sure that most of us have been bombarded with this information through SMS, e-mail and public displays. But there is bad news as well. And it is creeping into your mobile connections in the shadows of the 3G tariff cut frenzy. In fact, it has been stealthily seeping into your mobile bill for most of the past year 2G tariffs are increasing.

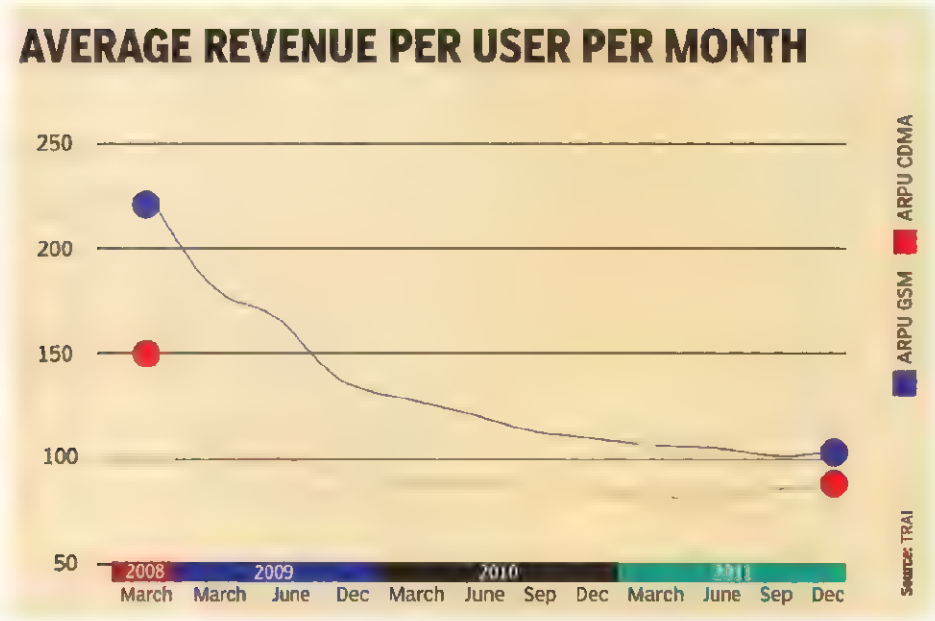
Yes, unbelievable though it may sound, the tariff turnaround has started in India. A country which has been making the tariff rules on its own is now seeing 3G costing lesser than 2G! Which begs the question: has the time come to ring in the new era of data in India?

HISTORICALLY SPEAKING

In 2009 when 3G was launched in India, it came with tariffs that made even the filthy rich blanch. First, it was launched by the two government operators MTNL and BSNL and second, the tariffs were so high that they literally touched the sky! Consider this! BSNL charged Rs 3001 for a 30-day unlimited pack and MTNL, apart from the Rs 149 monthly amount, charged Rs 5 per MB. That means for downloading 1 GB of data, one had to pay a whopping Rs 5,000! And if you were a BlackBerry user then MTNL's unlimited 3G data plan cost Rs 3,099.

On the other hand 2009, was the year when 2G tariff plans touched an all time low! New players had entered the Indian market and they were going all out to grab as much of the consumer base as possible. Many innovations were done in the area of voice tariffs considering the fact that voice was the biggest revenue earner for the operators at the time and we also saw some tariff changes in SMS prices as well. It would not be wrong to say that Tata DOCOMO, was the new enterant which started this whole tariff war with innovations like pay per call, where the per minute tariff was changed to per call. That meant that you had to pay per call instead of per minute and one call could last up to 10 minutes. The same operator then dropped the per second bomb which destroyed per minute billing for ever. The principle was that why should the consumer pay for a minute when the call was actually for less than that! And thus the currently prevalent 1 paisa/per second tariff was born!

2G
3G



This created panic among rest of the operators who started to scuttle around for an even better value proposition and ultimately ended up offering the per second pulse. But the operator who really took even the per second billing to a new low was MTS which unleashed 0.5 paisa per minute calling in December 2009. Apart from calling there were more innovations and tariff cuts for some value added services in 2009 and 2010. While some stuck and changed the telecom industry, others, which were less popular, faded into the oblivion. Diet SMS tariffs were launched where the user was charged on per character usage basis at 1 paisa/character. STD tariffs got slashed to 50 paisa per minute with Reliance Communications' 50 paisa flat tariff in which local, STD and roaming calls cost 50 paisa. The innovations by the new enterants forced the incumbent operators to take a new look at their tariff strategy and after dabbling with some variations like Airtel's "Special 5" plan where discounted calls could be made to five people, they too had to resort to 1 paisa/second billing for local calls. There were innovations in data plans too where operators like Aircel launched Pocket Internet cards that could give you per-day, per week and per month browsing plans, making it easier for the consumer to use data services. However, for most operators, the data down load charges remained uniform and constant at 10 paisa/10 KB.

All in all, the year 2009 was a pretty significant year for the telecommunication industry as well as the consumer. The highly awaited 3G services were launched in the country and the next level of tariff wars began. And lest we forget, this was also the year when the first whispers of the 2G spectrum scam had started being heard in telecom corridors.

However, almost a year was to pass before the private operators entered the 3G market. Tata DOCOMO launched its 3G plans in Diwali 2010 and Reliance in December, before 3G hit another rough patch with the government putting a blanket ban on 3G services citing security issues. It was the Airtel 3G launch in January 2011 that again started the 3G saga. It was soon followed by Vodafone and Idea Cellular and other operators.

Despite the great promise that 3G offered, its uptake remained slow in the country. The reasons were obvious - the tariffs were high and the initial experience of the early adopters with 3G was not exactly raveworthy. According to Wireless Intelligence data, there were 33 million 3G subscribers in India in the first quarter of 2012. This was less than 4 per cent of the total subscriber base. Airtel had the highest number of 3G subscribers in India at 8.6 million but claimed that only 30 per cent of these 3G subscribers could be considered as active. Similar was the case with Vodafone and Idea Cellular where the number of active 3G subscribers was significantly less than the total number of 3G subscribers on the networks of these operators.

Such had been the slump in the 3G adoption that most of the industry players had lost hope. And when Airtel launched 4G services in Kolkata, the Minister of Communications and IT Kapil Sibal declared 3G as a failure - and this was widely reported in the media. On the other hand, the 2G story had been growing slowly and steadily in the country. The primary subscriber addition was happening on 2G networks due to which the growth in telecom remained a possibility.

OF UPS AND DOWNS

However, the tariff saga in India seems to

SUCH HAD BEEN THE SLUMP IN THE 3G ADOPTION THAT MOST OF THE INDUSTRY PLAYERS HAD LOST HOPE. AND WHEN AIRTEL LAUNCHED 4G SERVICES IN KOLKATA, THE MINISTER OF COMMUNICATIONS AND IT KAPIL SIBAL DECLARED 3G AS A FAILURE AND THIS WAS WIDELY REPORTED IN THE MEDIA

be defying all the laws of common sense and following a path that has left people confused. After the steep fall in tariffs to 30 paisa/minute in most of the cases, all the service providers struggled to keep their customer base intact with the introduction of Mobile Number Portability in November 2010 starting in Haryana and then moving on to the rest of the country by January 2011. And then Airtel announced its decision to increase the prepaid tariffs in July 2011 when it increased the prepaid tariffs by 20 per cent in six circles for its Advantage and Freedom plans. Reliance Communications, Vodafone and Idea Cellular soon followed suit, citing the fact that the operators had hit rock bottom in terms of optimising the services for the consumer and the price hike was required for market correction and to improve their profitability. Similarly in June 2012, Vodafone increased the tariffs for its post-paid subscribers in Mumbai by 20 per cent. While these were the instances that were reported in the media, market sources say that all the major stakeholders in this segment are experimenting with the tariffs to bring a fruitful hike without affecting the subscriber base much. While the increase in the voice and SMS tariffs has been noticed, a fact that has gone unnoticed is that there has been no decrease in the per 10 KB tariff of 2G data. It still remains at 10 paisa/10 KB.

On the other hand, 3G data plans have seen some serious slashing by all the major operators. While Airtel has announced a 70 per cent deduction in its 3G data plans, Vodafone has gone ahead and slashed them by an additional 10 per cent (80 per cent). So the download charge has come down from 10 paisa/10 KB for Airtel to 3 paisa/10 KB and Vodafone has also reduced its pay-as-you-go tariffs to 2 paisa/10 KB. Idea, MTNL and a few other operators too have followed suit and made similar reductions in their tariff plans.

Apart from this, the freebies and data usage limits in various plans have also been modeled to offer some attractive options to the consumer and to encourage them to use 3G services. For instance when Airtel launched 3G services in Chennai, its Rs 100 3G data plan came with 100 MB free data usage and 30 days validity. But now the plan comes with 300 MB free data usage with bill shield value at Rs 750 and 3 paisa/10KB

- 1991 — Mobile services start in India
- 1999 — The new National Telecom Policy is revealed
- 2000-01 — Licenses given to the 3rd and 4th operator
- 2003 — India gets CDMA services
- 2004 — Introduction of Calling Party Pays Regime
- 2005 — Lifetime Validity packs introduced
- 2008 — New players enter the Indian market
- 2009 — Tariffs dip to 30 paisa per minute
- 2010 — Mobile Number Portability launched
- 2011 — Pre-paid tariffs increased by leading players by 20%
- 2012 — Operators slash 3G data tariffs while 2G tariffs see an upward trend

data download rate after the free data usage. Similarly the Rs 675 Flexi Shield plan when launched came with 1.25 GB free data but the same has now been increased to 3.1 GB

It is clear that despite adding subscribers month on month the ARPUs (Average Revenue Per User) and MoU (Minutes of Usage) for the operators are constantly declining. Low ARPUs from voice services have pushed operators to find other ways for consumers to use value added services. With 3G already rolled out across the country, the most obvious and viable option is to ensure higher uptake of 3G data services by the operators. Chandan Ghosh, head carrier wholesale long distance (voice & data), Aircel spoke on the sidelines of VAS Asia to us "Voice services in any case are bleeding and it is only data that can actually help the industry in the coming days. And to increase the uptake of data the operators are now offering attractive tariffs to the consumer," he said.

On the other hand Airtel, which has recently launched 4G services in India might benefit further with the recent 3G price cuts. According to India mobile connections, Q1 2012 report by Wireless Intelligence, "In Airtel's case, the decision to cut 3G tariffs may also be a tactic to differentiate its 3G offerings from its early rollout of the country's first

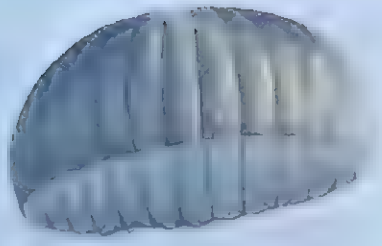
IT'S PURE ECONOMICS

Shiv Putcha, principal analyst in Ovum's emerging markets team is of the view that 3G adoption in India has been underwhelming so far, with optimistic estimates stating that there are currently 39 million 3G subscribers. However we believe that the actual number of active 3G subscribers is approximately 25 million. The latest round of price competition has been sparked by Airtel's decision to cut its 3G tariffs by up to 70 per cent. Airtel was not the first operator to reduce its tariffs, with BSNL and Aircel previously reducing their prices. However, the scale of Airtel's tariff cut has forced other operators to react, and Vodafone Idea, and Reliance Communications (RCom) have all made similar 3G price reductions.

Parameters of Revenue and Usage (for the QE Dec-11)

Monthly GSM ARPU GSM	Rs 96
Monthly ARPU CDMA Full Mobility Service	Rs 73
Minutes of Usage (MOU) per subscriber per month GSM	332 Minutes
Minutes of Usage (MOU) per subscriber per month CDMA Full Mobility	226 Minutes

Source: Trai



TD-LTE networks. Airtel is rolling-out TD-LTE using the Broadband Wireless Access (BWA) licences it acquired alongside 3G spectrum in 2010. It has already launched in Kolkata and Karnataka and also has licences for Punjab and Maharashtra. It also recently finalised a long-anticipated deal to acquire the BWA licences previously held by Qualcomm, allowing it to launch TD LTE services in a further four circles, including the key metro areas of Delhi and Mumbai." Another factor that has contributed to the increase in 2G tariffs is the cancellation of 122 licences of the new operators. Thanks to this, the competition has decreased, giving an opportunity to the existing operators to increase prices. Prominent telecom analyst Mahesh Uppal is of the view that the reason for this tariff turnaround is relatively straight forward. "In the 2G arena, the competition is less intense. On the other hand, operators need to develop markets for 3G," he says. "When 3G was launched, these operators were testing waters and may have pitched 3G as a premium offering. But when they realised that the uptake is lower, and the network is not being used optimally, they had to reduce the prices to make the 3G offering more attractive for the consumer. After all, you can't sell today's minutes tomorrow."

WHEN 3G WAS LAUNCHED THESE OPERATORS WERE TESTING WATERS AND MAY HAVE PITCHED 3G AS A PREMIUM OFFERING. BUT WHEN THEY REALISED THAT THE UPTAKE IS LOWER, AND THE NETWORK IS NOT BEING USED OPTIMALLY, THEY HAD TO REDUCE THE PRICES TO MAKE THE 3G OFFERING MORE ATTRACTIVE FOR THE CONSUMER

3G SERVICES IN INDIA

Telecom Circle	Aircel	Bharti	Idea	Reliance	STEL	Tata	Vodafone
Delhi		✔		✔			✔
Mumbai		✔		✔			✔
Maharashtra			✔			✔	✔
Gujarat			✔			✔	✔
Andhra Pradesh	✔	✔	✔				
Karnataka	✔	✔				✔	
Tamil Nadu	✔	✔					✔
Kolkata	✔			✔			✔
Kerala	✔		✔			✔	
Punjab	✔		✔	✔		✔	
Haryana			✔			✔	✔
Uttar Pradesh(E)	✔		✔				✔
Uttar Pradesh(W)		✔	✔			✔	
Rajasthan		✔		✔		✔	
Madhya Pradesh			✔	✔		✔	
West Bangal	✔	✔		✔			✔
Himachal Pradesh		✔	✔	✔	✔		
Bihar	✔	✔		✔	✔		
Orrisa	✔			✔	✔		
Assam	✔	✔		✔			
North East	✔	✔		✔			
Jammu & Kashmir	✔	✔	✔	✔			

THE CATCH

While slashed 3G tariffs are welcome, one needs to remember that operators are not running a social service of offering mobile connectivity to their subscribers. Each one of them takes very calculated steps to ensure an increase in their profitability and this is one of them. It needs to be remembered that only the data tariffs have been reduced. This does not necessarily mean that calls and SMSes on your 3G networks have become cheaper as well. So, before opting for a 3G plan, apart from checking the data tariffs, it is also important to ensure that you are fully aware of the voice and SMS tariffs in that particular plan. Secondly, the tariffs have been reduced and the plan benefits may have been changed – but prolific usage of 3G may still lead to huge bills in certain plans. Thus, it is always important to read the fine print before adopting a 3G plan. Last, but not the least, just because it is cheaper, does not mean that you have to have it. It is important to always weigh your needs with the available options and choose the best possible solution not only considering the price, but also the availability and quality of network in that particular region.

All in all, as far as the consumer is concerned, if handled properly, tariff cuts are almost always good news. And with 3G getting more affordable the time has come to hop on the information highway and go zip, zap and zoom on your mobile phone! ■

sonia @mymobile.co.in

MOBILE TECH: WHAT WOMEN WANT

"What women want" is a question that has been plaguing men for years. While we do not claim to have found an answer to THAT query, we did manage to figure out what they are looking for in their mobiles & gadgets

Heena Jatav

There was a period when technology and gadgets were considered to be mainly male territory. Most devices were designed keeping men in mind, and the only concession that was made for the fairer sex was in terms of colours (anything that came in pink was supposed to be attractive to women, irrespective of design and features). However, that era is now past, and women today form an important part of the audience that is targeted by device manufacturers. Rare indeed is the marketing campaign that does not feature a lady or girl using the device advertised, be it the iconic iPhone, the BlackBerry range or the recently released Galaxy S III. Yes, women have finally claimed their place in the tech sun, and we talked to a number of them about the devices they used and why:

Kiran Bedi

social activist and retired IPS officer

She might be best known for being an exemplary police officer and social activist campaigning for a variety of causes, but Kiran Bedi is also clued in to the latest technology. "I am currently using BlackBerry's latest Bold model. The handset is very useful for me as it is easy for me to type fast on BB phones. For typing I think BlackBerry phones are unmatchable. I surf the Net, preserve my pictures, instantly share them on SNSes, make my notes on it, watch videos, etc. So my phone is a very useful device," she says. Although she has no plans to switch handsets, her choice of an alternative phone is clear too. "If I have to choose another device then I would definitely opt for the iPhone 4S," she says. Not surprising, when you consider that she is using the new iPad, and loving it. "I love the combination of my BlackBerry handset and iPad. It works well for me," says the lady who, aided by that lethal tech combo, is working to change our lives."

Dr. Charru Malhotra

assistant professor (System-Analysis-Cum-Programming), Indian Institute of Public Administration, New Delhi

For Dr Malhotra, her phone is her life. To the extent that she thinks (entirely in jest, we reassure our readers) that while she can think of living without her husband, life without the device that carries her world in it is unthinkable. "For me, my mobile phone is my life because I have stored lot of information in my phone," she explains. "I access my mails and other information from the Internet through my mobile only. I also use Google maps extensively." She is currently using a Samsung Galaxy SII, but could consider a BlackBerry phone as an alternative. "My entire family is on BBM so I could join them there" is her rationale And she is definitely planning on trying out a tablet in the coming days as it is such a buzz word in the tech world."

Shahnaz Husain

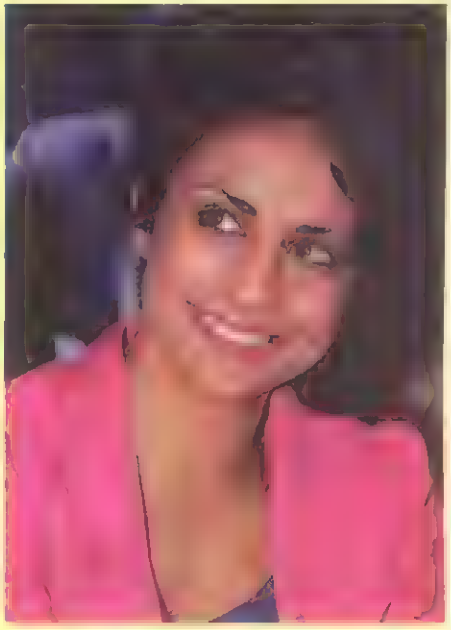
entrepreneur, CEO of Shahnaz Herbals Inc.

She is known all over the world for her ability to make people look their best. So it is hardly surprising that Shahnaz Hussain uses a phone that looks stunning. "I am using the Vertu Signature Precious," she told us. "I access Internet on my phone to see what is happening around us." And no, she has no plans of switching to another. "I would not like to own any other handset. I love the one I have because I'm used to it," she points out. And yes, she is using a tablet too. "Even when I travel abroad, I carry it," she says. "I get to download apps on it, which makes it even more versatile."

Gul Panag

actor

When not setting the silver screen ablaze, Gul Panag can be seen playing around with her gadget collection. She has not only endorsed a number of leading tech products but also writes on technology for a number of publications on a regular basis. "I am using the iPhone," she says. "I do everything on the phone when I haven't put my laptop on. My photography, my writing and I publish about three to four pieces in a month on some websites and publications- all that happen from my smartphone. For me my handheld represent the ultimate convergence device." And which other handset would she like to use?

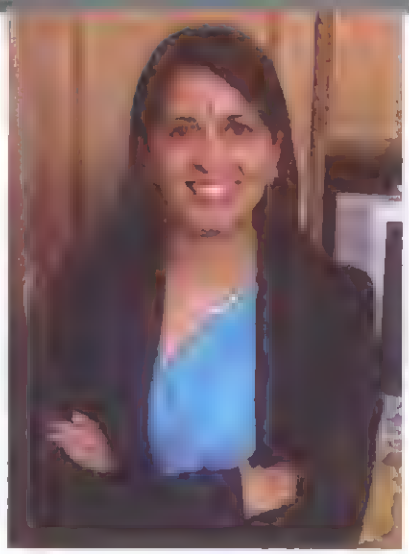


Although she does not name a brand, this lady clearly knows what she wants in terms of features. "I would like to have a phone with good camera as I am fond of photography. It should have motion sensors, a camera shake control element, an inbuilt Excel app and should be waterproof, shockproof, and should come with Gorilla Glass protection and good build quality," she lists out.

Dr Monika B. Nagpal

consultant Obs & Gynae at Lady Harding Medical College and Smt. Sucheta Kriplani Hospital, New Delhi

For Dr. Nagpal, her phone not only helps her stay connected to not just her family but also helps her cope with a busy work schedule at hospital – she uses her phone to make and edit her presentations. And of all the people we met, she was the only one using a phone and tablet hybrid. "I am using the Dell Streak which helps me a lot in my work as well as I edit my presentations on it, access mails and Facebook account anytime I want," she says. And which phone would she consider as an alternative? "I would go with the iPhone as it offers a number of applications," she says. "It also has other good functionalities that could help me in my work." As for tablets she is presently content with her large screened phone-tablet hybrid, although she might buy a "pure" tablet in the future.



Vani Tripathi

national secretary, BJP

Can those in politics be gadget freaks? Well, Vani Tripathi calls herself one - "I am a complete gizmo freak. Whenever new technology comes in I check it out," she confesses. As for her current handsets, "I am using the BlackBerry Bold 3 and the iPhone 4S," she told us. "For me, my phones are my workstation. I read newspapers on them; operate my Facebook and Twitter accounts, access e-mails and do much more." And she is definitely an "appy" person. "Apps matter a lot in a mobile phone. So a handset with lot of applications, better screen resolution for better reading and better storage capacity would be the one I'll opt for," she says, when we query her about what he would like in her next handset. She is a BB and Apple person in tablets too. "I am using the new iPad and also the BlackBerry Playbook," she says. "Because I travel a lot, my tablet helps me in my work."

Alka Saxena
consulting editor, Zee News

When it comes to buying any tech product, Alka believes in doing a good market research before her purchase. "I am using the Nokia C7," the television professional tells us. "I check my mails, record audios on it, use Skype and also I check weather conditions of different places. As I am very fond of clicking pictures, I take lots of pictures from my phone and also add effects to them. Earlier when I was using a touchscreen phone, I use to draw things on the mobile a lot as I love doodling."

And she knows what she wants from an alternative device. "I am fond of clicking photographs, so I would like to have phone with better camera megapixels, good screen resolution and which also has some good photo editing apps," she explains. "These days I am lured by the Samsung Galaxy SIII advertisement so I will do some market research about it, and then I may buy it." What about tablets? She is not too affected by the tablet wave. "I am not using any tablet because if I start using one, I need to carry additional weight in my bag," she says. "I think my laptop works well for me."

Rajni Singh
home maker

She might be a homemaker, being there for her family around the clock, but Rajni can not stay away from her handset for too long. "I am using the Nokia C2-03," she told us. "Apart from calling, I mostly prefer listening to [illegible] on my mobile phone while working in the kitchen or while walking in a park. Listening to music while working relaxes me a lot." Would she consider switching from her current model?

"Since I am a big time music freak, I would like to have a mobile phone which has good audio quality," she says. And then adds, "I would like to switch to any smart looking touchscreen mobile." She is not using a tablet regularly although her children do. "I try my hand sometimes on their device which appears very interesting," she admits. A tablet might just be on the agenda for her, then.

Hina Chandna
student, Delhi University

Like many college students, Hina loves trying out the latest handsets that hit the market, and uses chat applications the most. "I am using the Nokia Lumia 800. I bought this phone to try out Window Phone," she says. "I use it for chit chatting with my friends via apps like WhatsApp. I stay online on Facebook most of the time through my phone only. I am a big time gaming freak so I also play online games too."

And she already knows which phones she would like as alternatives. "I would like the HTC One X or Samsung Galaxy SIII (only if my pocket permits) as these phones have got big screens and stylish build," she says, adding: " Also they will prove to be a good show off." When it comes to tablets, Hina is dejected that she did not get one from the university. "Students of Delhi University were supposed to get the 'Aakash' tablet," she told us. "I was so excited about it but it was all in vain. Now I really want to buy the Samsung Galaxy Tab for myself."

Anisha Singh
CEO-founder, mydala

Anisha Singh is not just the head and founder of a famous e-commerce website. She is also an app freak. "I use the iPhone 4," she says. "I use as many apps as possible to make my life easier- my Kindle is synched to the app. I am also an aggressive user of iTunes so I have a lot of movies and some serials running in the US that I still follow through it." She is however thinking of switching to the HTC One series because she needs a demo phone. "Truthfully any phone would do as a demo phone but I like the features on HTC," she explains. Not surprisingly, she is using a tablet too. "I recently bought the iPad, which I had been resisting all this while because I like being able to switch off mentally and more gadgets won't allow me to do that," she confesses. "It was the same with the kindle, but now it goes with me everywhere."

heena@mymobile.co.in

THE SEVEN WONDERS OF SNAPDRAGON PROCESSORS

Snapdragon™ makes your phone work better. We bring you seven things that are truly affected if your phone says "powered by Snapdragon™"

Be it a tablet or a smartphone, if your device has a Qualcomm Snapdragon processor inside it, there is a fair chance it will deliver far more than its run-of the mill counterparts. The system-on-a-chip concept means that a device powered by a Snapdragon processor, which entails a complete hardware and software ecosystem, will deliver an unforgettable experience to the user.

Gaming: You will get a much better gaming experience, whether you are playing casual games like Angry Birds or more 3D graphics intensive ones like Shadowgun. Entertainment on the move will never be an issue if your phone or tablet has Snapdragon inside.

Video magic: Add a Snapdragon processor to your handset and video viewing and editing will no longer be restricted to PCs or large screens. Combined with the right software, a Snapdragon can add desk top like processing muscle to your mobile device when it comes to displaying HD videos and tweaking and sharing them.

multiple apps at the same time if your device staggers under their burden and doesn't let you switch seamlessly between them. Snapdragon processors are designed not for a single app, but for running many at the same time – and with no lags!

Better photos: Taking pictures or shooting video gets a whole new dimension with a Snapdragon powered device. With technologies such as zero shutter lag, a rangefinder, face detection, and support for cameras with up to 20 Megapixels, Snapdragon powered devices provide all the tools for taking stunning photos.

Connect to anything: Snapdragon processors are unique because they come with high-speed connectivity built-in so whether you want to connect to a 3G or 4G cellular network or use Wi-fi, Snapdragon is the all-in-one mobile processor that will let you connect to any of these networks with ease. A Snapdragon device is never alone - there's always some other device or network it can get connected to.

Battery: So, having a more powerful phone means compromising on battery life, doesn't it? After all, if you do more with a device, the battery will drain out more quickly. Not if your device is powered by a Snapdragon processor - the processors are designed not just for delivering power but also in the most energy-efficient manner possible so that you can do more and recharge less. ■

contest@mymobile.co.in

Run apps...literally: Yes, we know that the term is "running" apps on a phone, but once you tank up on them, most apps tend to "crawl" rather than "run." With a Snapdragon processor, on the other hand, these apps will fly!

And run lots of apps: This is the era of multi-tasking, such that running one app at a time is so 2005. But there's no point in trying to run

QUALCOMM-MY MOBILE SNAPDRAGON CONTEST 2

Do you think you know everything about processors? Well your knowledge can actually help you win a latest high performance Snapdragon smartphone! Just answer the following questions and send them to contest@mymobile.co.in

WHICH IS THE ONLY MOBILE PROCESSOR THAT HAS 3G & 4G CONNECTIVITY BUILT IN?

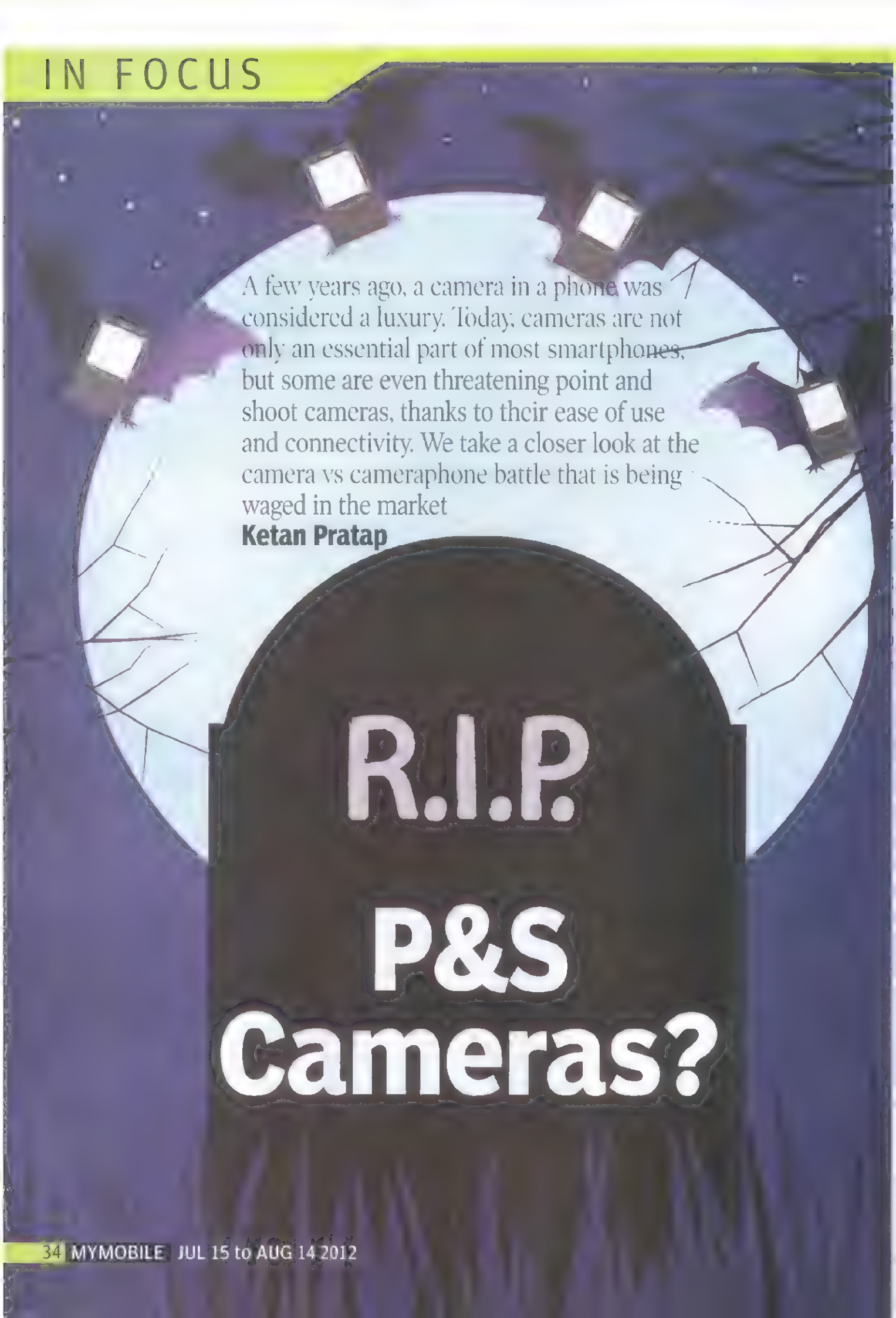
A. Qualcomm Snapdragon
B. NVIDIA Tegra
C. Intel Medfield

WHICH OF THE FOLLOWING SMARTPHONE EXPERIENCES ARE IMPROVED BY SNAPDRAGON PROCESSORS

A. Gaming
B. HD Video capture & playback
C. High speed connectivity
D. Long battery life
E. High quality photography
F. All of the above

***TERMS AND CONDITIONS**

1. Lucky draw will be conducted to declare the winners of the contest
2. The contest can also be participated through www.mymobile.co.in/snapdragoncontest
3. Members of Qualcomm and My Mobile and their immediate family members are not eligible to participate in the contest.
4. Last date of sending the entries is August 10, 2012
5. 2 lucky winners get an HTC one V each.



A few years ago, a camera in a phone was considered a luxury. Today, cameras are not only an essential part of most smartphones, but some are even threatening point and shoot cameras, thanks to their ease of use and connectivity. We take a closer look at the camera vs cameraphone battle that is being waged in the market

Ketan Pratap

R.I.P. P&S Cameras?

"A jack of all trades is master of none" is an old saying, and one which smartphones do not seem to subscribe. Starting out as basic devices which allowed one to communicate via calls, text messages and e-mail, smartphones are now turning into convergence devices and doing multiple tasks so well that in some areas, they are even threatening "specialised" devices like the point and shoot cameras. While there have always been phones with decent cameras, the past twelve months have witnessed a flood of them with the likes of the iPhone 4S, the HTC One X, the Xperia S, the Galaxy SIII and most recently, the incredible Nokia PureView 808, which comes with a 41.0-megapixel sensor - something that is a rarity even in high-end professional cameras. Combine this imaging excellence with the easy connectivity that comes built in to most smartphones and it is hardly surprising that many consumers are opting to use their smartphones rather than point and shoot cameras for most of their imaging needs. So can we say that the age of point and shoot cameras is really over?

The smartphone as a camera

Phones with cameras have been around for a while now, but the concept of a phone as a device for taking good pictures perhaps gained popularity when Sony (then Sony Ericsson) launched its Cyber-shot camera series, most notably the 790 in 2006. Nokia upped the ante with the amazing N95, which came with a 5.0-megapixel camera and was also a smartphone to the hilt. By 2008, it was rare to see a smartphone that did not sport a reasonably powerful camera. Today, you can get a device with a decent 5.0-megapixel camera for less than Rs 10,000 - about as much as you would pay for an entry-level point and shoot camera. And if you go towards the higher end, you will see phones that match cameras in shooting options and are capable of shooting full HD video. A cameraphone is always close at hand (unlike a digital camera), which makes it perfect for impulse shots. Additionally, it allows you to share your images over mail and social networks quickly. That is not to say that digital cameras have been swept away by smartphones. Sajjan Kumar, vice president Imaging Nikon India believes, "A compact digital camera can outshine camera phones with the respect to sensor size, lens, optical zoom, sophisticated image-processing technologies, and focus options. In fact, when it comes to sheer picture quality, one still tends to get better images from digital cameras."

The rise of SNS and image apps!

The emergence of smartphones as imaging devices has been given a fillip by the increasing popularity of social networks like Facebook, Flickr and Instagram - almost 250 million photos are uploaded to Facebook every day.

According to Sanjay Maheshwary, marketing head, LG Mobile Communications, "Apps like Instagram have helped the popularity of camera phones reach new heights by enabling amateurs to showcase their photography to the world." And as many social networks, like Facebook and Twitter actually reduce the resolution of images that are uploaded, quality has been relegated to the background - the difference in quality between a picture taken by a point and shoot camera and even an ordinary cameraphone is marginal when viewed on a site like Facebook. What's more, while your cameraphone may not click better images than a digital camera, you get immediate access to software that will enhance the look and feel of your pictures, as well as upload them or share them over mail. The attack of the apps has reformed how millions of people style and share their photos.

Effects like vignettes, HDR processing and retro toning that seemed the preserve of an expert photographer or a print maker are now few clicks away from a person using a smartphone. Cameraphones are also coming packed with more shooting options like panorama stitched shots and smile detection. So instead of clicking photos on your camera and then transferring them and editing them on your computer, you can do it all on the move. And that is the magic of a good cameraphone.

Current scenario

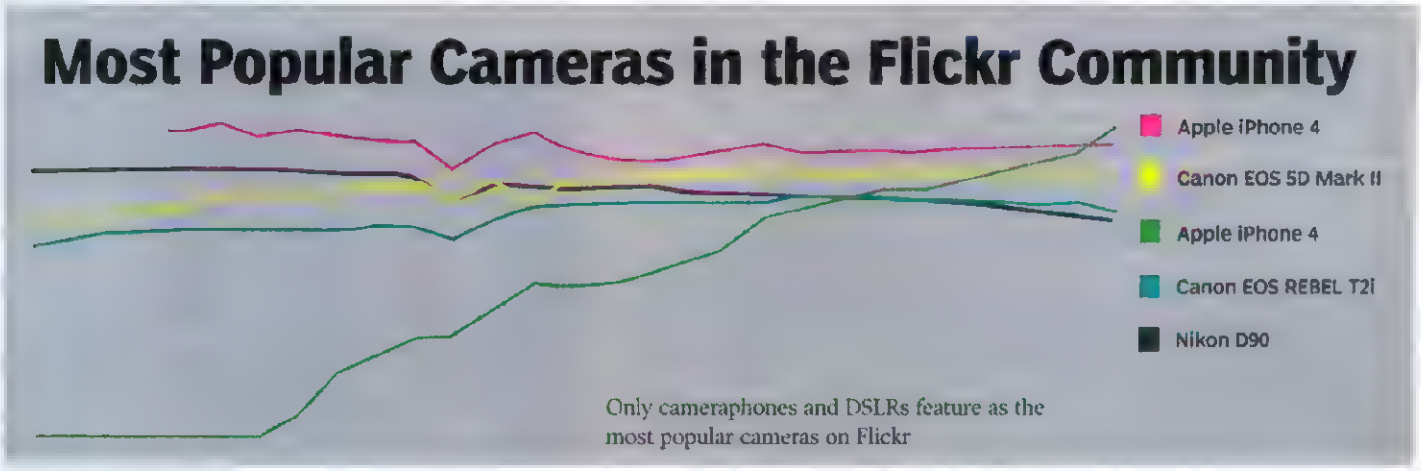
As of now, the battle between point and shoot cameras and smartphones seems set to intensify. The megapixel count of smartphones is going up across all price segments, and the number of image tweaking apps is increasing at the rate of knots. Camera manufacturers have been trying to catch up by coming out with more portable, sleek models with Wi-Fi and GPS connectivity. Still, the fact remains that cameras lag behind phones when it comes to apps and connectivity.

Yes, camera manufacturers will go blue in the face telling you that a digital camera will take better images than a similarly priced smartphone almost nine times out of ten, but the stark fact is that a camera to many people represents an additional gadget to carry. And charge. And update.

In the end, it is going to be a battle between convergence and specialisation - with those preferring a single device opting for a cameraphone, while those who lay a lot of stress on image quality will go for point and shoot (and higher level) cameras. So have cameraphones slain point and shoot cameras? It would be too premature to say so. But they definitely have forced camera manufacturers to bring prices down and up the feature count of point and shoot cameras.

The battle has been well and truly joined. The force of connectivity and ease of use is with cameraphones. That of quality and lower prices with point and shoot cameras. The coming days will tell us who will triumph. But as of now, we can say that cameraphones have taken the first round.

ketan@mymobile.co.in


Most Popular Cameras in the Flickr Community
Apple iPhone 4
Canon EOS 5D Mark II
Apple iPhone 4
Canon EOS REBEL T2I
Nikon D90

Only cameraphones and DSLRs feature as the most popular cameras on Flickr

Eight Gadgets to Gift This Rakhi

This Rakhi, try something different. Instead of giving sweets and/or money to your sibling, hand them a gadget they would love **Harshita Rastogi**

Even as the summer gets set to go out in a blaze of glory (literally), the festival season is waiting in the wings. And one of the first festivals to arrive will that of Raksha Bandhan, or Rakhi, as it is commonly called. The festival celebrates the relationship between brother and sister, with the latter tying a sacred thread of protection around the wrists of the former, who promise to protect them. And of course, as in all Indian festivals, this is followed by the exchange of gifts, generally in the forms of sweets new clothes and cash. All of which has been happening for centuries and therefore is very appropriate for those who love tradition and revel in it. But if you wish to be different - and this is the twenty-first century after all - you could try breaking away from the money-mithai-kapde routine and gift your sibling a gadget.

Now, of course, we know that most good gadgets come with a price tag and money does not always flow freely in household pockets, particularly those belonging to the younger generation (more so if they are in college or have just embarked on their professional careers). Which is exactly why we have shortlisted eight gadgets that will delight anyone who receives them on Raksha Bandhan, and will not blow a hole (well, not a massive one anyway) in your wallets - each of them costs less than Rs 10,000.

Canon IXUS 115 HS

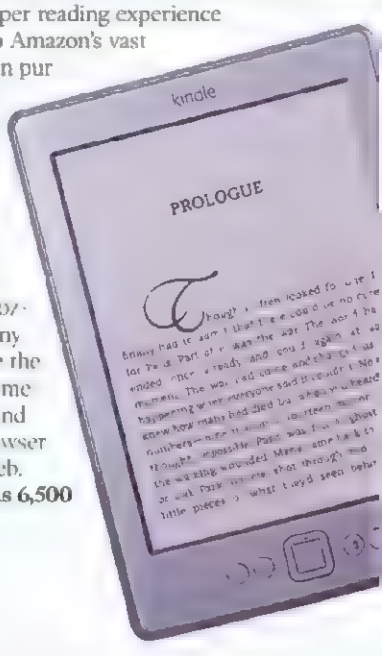
A good picture is worth a thousand words, they say. Which is why we think that if you think that your brother or sister is into photography, then, the Canon IXUS 115 HS is one of the best devices to gift them. The 12.1 megapixel camera is capable of recording full HD video and offers a 4X optical zoom. There also is a feature for you to shoot a movie in super slow motion. All of which ensures is that it will be a gift to make your sibling smile.

Price: Rs 8,495

Amazon Kindle

For the bookworm sibling, who have their shelves stacked with books, Amazon's Kindle e-book reader is the device to be gifted this Rakhi. It comes with a special six-inch e-ink display that attempts to replicate the paper reading experience and also gives you access to Amazon's vast online e-book store. One can purchase the latest bestsellers or download old classics (many of them free of cost) and even newspapers and magazines to the device and carry them around in one's coat pocket (it is very light) - thanks to its capacity, you can keep dozens of books in it without any problem. You can even have the books read out to you, in some cases. It works over Wi Fi and also comes with a basic browser to enable you to surf the Web.

Price: Rs 6,500



iPod nano

If it is music that drives your sibling's world, then the iPod nano is the gadget you need to spend your money on. This tiny device packs in not just the ability to deliver some very good music but also the capability to play audiobook, podcasts, and display photos. Its multi-touch display might seem too small for comfortable use but actually works quite well, allowing you to navigate between different functions and applications. It also comes with FM radio, and excellent battery life. It is available in a number of colours too, so pick one that your brother or sister will like most. And if you are in a really generous mood, you can add a wrist strap to it, allowing it to be worn like a wrist watch.

Price: Rs 8,900

Sony SmartWatch

If you want to gift something techy that will adorn your brother's wrist, then try the Sony SmartWatch. Yes, it looks like a normal wristwatch and shows you the time as well, but where it differs is in the additional functionality it offers. This 36 X 36 X 8 mm Bluetooth device works with Android phones and its small AMOLED touchscreen not only tells you the time, but once paired with your Android handset, also lets you check call details (you can reject and mute calls if you wish), text messages, e-mails, social networks, and a whole lot besides. We are sure it will sit very proudly next to your rakhi on your brother's wrist.

Price: Rs 6,499

Garmin nüvi 50LM

For those blessed with brothers or sisters who have been bitten by wanderlust and like nothing better than travelling to different parts of the world, the Garmin nüvi 50LM GPS navigation device is the perfect gift. The navigation device comes with a 5.0-inch widescreen display and offers free lifetime maps. It comes with information on streets, highways and points of interest along with Junction View, Lane Info for proper lane based navigation, Highway Mode, Text-to-speech, Voice Guidance and more. Gift your brother/sister this navigation gizmo and you can be sure that they will seldom need travel directions, no matter where they are.

Price: Rs 9,990

Nokia 360° Bluetooth wireless speaker

For those who like to hear their music out loud, the Nokia 360° Bluetooth wireless speaker is a Godsend or if you play your cards, a brother- or sister-send. Weighing only 514 gms, the omni-directional speaker is light and portable enough to be carried anywhere with minimum fuss. Sound quality is excellent and it comes with wireless connectivity via Bluetooth and NFC. Available in Blue, Black and Grey colours, this speaker is perfectly in tune with the needs of all those siblings who love music. And are not afraid to play it out loud.

Price: Rs 9,300

Jabra Sport

If your sibling loves to work out while listening to music, the Jabra Sport Bluetooth headset is a good gizmo to present to them. The wireless device is meant to cater to the sporty types as it is been designed as per the needs of those who like to exercise while staying connected via their phone. With it, your brother or sister will be able to take their calls or listen to music without having to worry about their headphones getting damaged by sweat or water. The perfect fitness accessory - in fact, it might even motivate your sibling to get fitter.

Price: Rs 5,999

Sony PlayStation Portable (PSP)

With the summer sun still beating down and winters not really on the horizon, playing indoors makes more sense than venturing out into the playground. And if your sibling has a gaming soul, the PSP is a very safe gifting option for Raksha Bandhan. Although it has been overshadowed of late by the PlayStation Vita, it remains a very powerful device with a very good library of game. What's more, it can also handle music, videos and photographs, making it a portable multimedia powerhouse of sorts. And yes, it is still compact enough to be squeezed into a pocket.

Price: Rs 6,990

Of course, there are other gadgets in the market too, but we think that any of these eight would bring a smile to your sibling's face while not rendering you penniless. So get into gadget gift mode and have a very happy Raksha Bandhan.

APP-RIL FOOL Throughout the year

They say there is an app for everything. And that applies also to apps that take you for a ride with false claims. We take a look at some of these appy pranksters **Harshita Rastogi**

Remember those advertisements on television that try to sell you products that they claim will do all sorts of wonders, from making you look younger, to increasing your height, to reversing your hair loss? Well, the app world is replete with its own versions of these worthies. For every app that is innovative and works brilliantly, there are a few that promise the world but do not quite deliver. Yes, the wonderful world of apps does have its share of smooth operators or just plain pranksters who pull the wool over your eyes and make you download apps that you think are wonderful but are actually duds. These range from apps that promise to charge your phone using solar energy to those that produce radiations to kill insects to those that even say that rubbing your face with your phone while running the app will give you flawless skin! So, the next time you feel like pulling a fast one on some unfortunate soul, try any of the following apps:

SkinApp

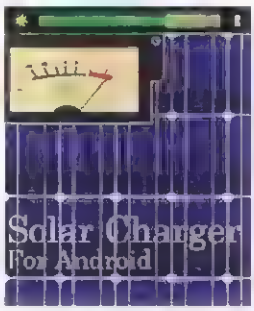
OS - Blackberry, Android, iOS
Price - Free

Bring the phone close to your face to treat your skin problems – yes, that is what this app claims to do. As per the app, it treats your skin problems by emitting lights of six different colours, which incidentally represent different skin problems. All you need to do is choose the

colour which corresponds as. The six colours, it has, represent different problems of the skin. All one has to do is to pick a colour that corresponds to your skin problem, and then keep the device close to your face for a while for some "skin treatment." We found it to be a complete waste of time, not to mention battery.

Solar charger

OS – Android
Price – free



This apps invokes the concept of storing solar energy to convert it into electric energy and claims to charge your phone running this app and placing the phone in direct sunlight. And when you do so, a needle appears on the screen showing the intensity of the light received and even shows your battery getting charged. Sounds neat and very eco-friendly, doesn't it? Just what one need in this era of battery-guzzling smartphones. There is just one catch – it does not work. At all. It is a con through and through.

Quit Smoking Signals

OS – Android
Price – Free

This application claims to curb your desire to smoke without taking any pills or nicotine. Making this happen are the audio signals it releases, which it claims retard the body's craving for nicotine. Whenever one feels the need to smoke a cigarette, the application emits some beeps that it claims would curb the craving of nicotine of the body by stimulating the brain waves. We however found the app to be more irritating with its beeps than effective. It did stop some of our friends smoking for a while – they were so irritated by the beeps that they forgot to light up! But that apart, we don't think this works.

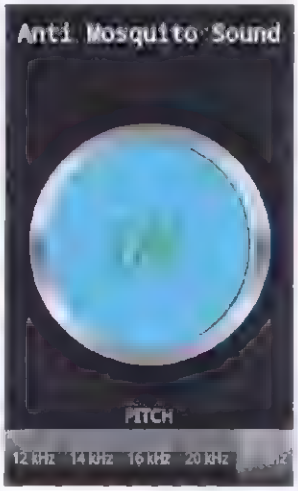
BioLight Homeobiotics

OS – Android
Price – Rs 170.24

An app that helps to treat hair, skin and even psychological problems. With just the right light. The application claims to emit therapeutic light pulses to help relax your mood and cure sleeping disorders, even while accelerating hair growth and treating aches and pains and much more. No, we saw no hint of it working, notwithstanding the tall claims of the developers and were left ruing the amount we paid to get the app.

Anti Mosquito Sound

OS – Android
Price – free



If you are sick of being plagued by mosquitoes and flies and are fed up of the smell emitted by insect repellent machines and lotions, then this could be the app that bails you out. It claims to emit ultra sonic waves that help repel insects, and even comes with different levels at which sound can be emitted. All of which sounds good - pun intended. The problem was that it sounded good to the mosquitoes too – they showed no sign of going away when we used the app.

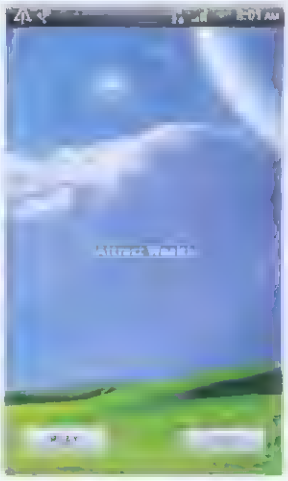
Lie Detector

OS – Android, iOS, Symbian
Price – Free

An app that can find out if a person is treading the path or truth or fibbing. Sounds too fantastic to be true, doesn't it? Well, this app claims to be able to tell whether you are telling a lie or speaking the truth – you just need to place your thumb on the detection platform on the screen and say. The app claims to read the pulse of the user and based on that, attempts to work out if what has been said is the truth or a lie. Now, we wish that were true – because the app throws up nothing but random responses. Good for passing the time, but not in the quest for truth.

Attract Wealth

OS – Android
Price – Free



The app that is perfect for those want to make not just a quick buck, but lots of them. Just login to the app and then sit back and watch as it releases magnetic energy and positive vibes that will attract wealth. The application claims that using it for a while would help the user gain energy and then radiate it to attract money and wealth. We must not have been using it enough two weeks and no sign of an extra penny!

Love Meter

OS – Windows
Price – Free

At last, an app that claims to be able to answer the question that has been plaguing people and pop bands for decades now – how deep is your love? Yes, Love Meter calculates the percentage of love between two people. All you need to do is enter the names of the people between whom you want romantic sparks to fly (or be doused) and the app then calculates the percentage of love between them. Just don't take the results too seriously – they are just random figures. So pop bands can continue singing cover versions of that number!

(A note of caution: Be on your guard when you download an app that seems to be making extravagant or unrealistic promises - it might well be malware that could compromise the security of your phone or tablet.) ■

harshita@mymobile.co.in

CHIEF SPEAK

To say that Research in Motion (RIM) has been living in interesting times would be a bit of an understatement. The company's iconic BB line of handsets is targeting new audiences and a new OS is just around the corner. We talked to Sunil Dutt, managing director, Research in Motion India about what the future has in store for the BlackBerry Boys... and Girls

Sonia Sharma

"Our target audience is both enterprise as well as an individual"

What are the challenges for BlackBerry in India and what are the areas do you plan to focus on? Despite such a strong enterprise presence, it is a fact that we never realised the power of the BlackBerry solution in the enterprise segment. My first experience with a BlackBerry solution was three years ago when I was in HP and that is where I realised the kind of opportunity the brand is sitting on. And then the brand started to change its focus towards the consumer space and we started to see a clear marketing effort in that space. A product that was relevant only for the enterprise started becoming equally popular in the consumer space too. So for BlackBerry, the last three years have been of evolution and to a certain extent self-discovery. However, the fact that the transition was very successful, did bring a big challenge for us. Mainly because we transitioned too quickly. So quickly that may be some of our systems could not keep pace with it. And I think that is the biggest challenge that we will be facing – how to be able to address the demand fast enough with products, services, applications, solutions, etc., and how do we bring it together as one cohesive, comprehensive story. So we are currently focused on these things: one, how to bring products that are relevant for our country; two, how to position them as such; and three, how to bring the entire ecosystem together. Which means working with the content people – apps people, carriers, in fact everybody, to be able to bring that complete story together.

With the transition to the consumer space, how has your target audience changed? Our target audience is both enterprise as well asan individual . While the youth has really come up, the enterprise prosumer customer still remains equally important for us. And the reason for that is that the enterprise user actually uses BlackBerry to its full capacity. For instance, when recently we cut the prices of PlayBooks, the demand from enterprise customers increased dramatically. So while we are strategising and making marketing positioning on consumer space, I think there is a lot on the enterprise and prosumer for us to discover. With this whole BYOD (Bring Your Own Device) concept catching up we are now focusing on services like BlackBerry Mobile Fusion, Blackberry Balance, and cloud services in the enterprise space to make life easier for CEOs and CTOs so that they can do network and security management in a better way.

Are you making significant changes to your portfolio? Not yet. Because we feel that in the tier 3 tier 4 towns, there are customers, though fewer in number who are looking for this kind of device and solution, and can afford it at the same price point because of the exclusivity associated with it. So we are going and addressing those customers in those regions. When I joined, we were catering to 80 towns in this country, today we are in close to over 250 and by the end of the year I hope we will be present in more than 350. So we are expanding and reaching the tier 3 towns now

But there has been an evolution in the product range to add more Indianness to them? Yes, we are taking the first steps for that. Not just Indianness but offerings for Indian and similar markets. So when you see the latest launch like the Curve 9220, some of the features that have gone in there clearly are driven more by the markets like India than just the global markets that we have been working in For instance, FM radio. The inclusion of this feature is clearly driven by the young Indian audience and the similar target customer base in a few other countries too. The fact that the country has a youth customer using BBM very prolifically even more than a few popular social sites made us add the dedicated BBM key into the phone. And then the language input. So there is a focus in the organisation to start to look at the individual countries.

What about the retail and channel strategy? You have a reputation of being a magician in this area, how are you weaving your magic for BlackBerry? When I joined we were under a hundred RDSes in the country and now and today we are at 135 or so. When we start to reach small towns, we will need even more distributors to strengthen our channels. I have always maintained that distribution and channel is an ever evolving phenomenon. There is never an end scenario to it because of the different markets and channels that open up and also because of different products that come in that require different treatment. I have not been able to reach the final distribution formula, be it telecom or other verticals. The key is going to be to keep a watch on what is happening in this segment. Is our trade able to deliver the solution that we are looking for, in the desired manner to the end consumer? If there are gaps in it then those gaps need to be filled. I don't believe in trying to fix something if it is not broken. I also believe in trying to find out what can go wrong and to take some steps that can make us ready for those eventualities. So I don't want to make a change just for the sake of it, but at the same time I want our distribution partners and sales team to

I DON'T BELIEVE IN TRYING TO FIX SOMETHING IF ITS NOT BROKEN. I ALSO BELIEVE IS IN TRYING TO FIND OUT WHAT CAN GO WRONG AND TO TAKE SOME STEPS THAT CAN MAKE US READY FOR THOSE EVENTUALITIES. SO I DON'T WANT TO MAKE A CHANGE JUST FOR THE SAKE OF IT, BUT AT THE SAME TIME I WANT OUR DISTRIBUTION PARTNERS AND SALES TEAM TO ALWAYS BE READY FOR A CHANGE OR A CHALLENGE

always be ready for a change or a challenge.

How are you evolving the after sales service network for BlackBerry in India? We are evolving from just having carrier-driven support of a few service centers to D to R (direct to retail) and we are expanding our retail footprint for our service. We have just started it and it will push off very soon in terms of expanding to our retail for service. The strategy is in place and we will have a strong presence very soon.

Are there any plans for setting up manufacturing in India? What about the BlackBerry's accessory business? We already have a strong focus on accessories because I think it's a business that we need to revive. In India we have not focused on it much but it is quite popular in other countries. No manufacturing plans yet in the near future but who knows? The good thing is that the engagement between the government and the industry is growing and that is good for the evolution of the industry. It will give a boost to the manufacturing segment in the country and will attract bigger players.

You had also launched the PlayBook in India. Do you see a viable market for tablets yet? Consumers of tablets will need to discover a productivity benefit out of the tablet which is more than just sheer entertainment like music, movies, etc., for the category to become more relevant. Yes, it is gaining ground and the market is expanding. Today less than one per cent of people want to ditch the laptop for a tablet. In that case the tablet does not develop as an independent product. So, at one point of time you had three screens and now there are four but the tablet is not replacing something.

But isn't the Smartphone market also not growing at the expected pace? We are the fourth largest economy in the world but in terms of GDP per capita we are less than half of China. So if there is something that affects the consumer sentiment negatively it tends to slow down the growth. Much as we say that smartphone ownership is not affected by economy, I don't believe that. The slump in sales is because of the overall economy and once that gets resolved we will see the sales pick up.

What about the concerns regarding BlackBerry's global performance? Can we say that India will be a turnaround vehicle for BlackBerry? Apart from India we are doing very well in a number of countries like Thailand and Indonesia. News from one part of the world might not be that promising but then that has been interpreted in various different ways. The fact is that globally we have moved from 75 million to 79 million subscribers. Our global associations with the operators still continues to be strong. To sum it up, we are still growing. So at times I feel that things get over analysed and it's almost impractical to expect that the pace of growth will remain same through out. Look at the Indian mobile story, now we are not growing 100 per cent year on year but we are still growing.

What targets have you kept for BlackBerry's future growth? Our aim is to become even more preferred as a brand than we are now. To again become the buzziest brand that we were. To be again considered as the most preferred youthful brand and to continue to become a very aspirational brand for the consumer. I just want to focus on the growth rather than the end result and I am sure that if the journey is right the end result will come.

After a brief stint in IT you are back into telecom. What insights would you like to share with the new professionals in this industry? My two bits would be for people who are associated with this industry to learn to listen more. Because this is an industry that changes faster that any other industry and therefore, it's important for people to absorb and learn before jumping into action. Another is to keep a strong focus on customers and consumers. It has become a necessity for everyone to have a phone, and as a result of that, the amount of involvement with this category is very high. It is important to be engaged with the customer and to be constantly solution focused instead of dwelling on problems. Last but not the least to be in this industry one has to be prepared to handle chaos. Once you learn to do that this is the most fun vertical to be in. ■

sonia@mymobile.co.in

"I am a big-time app user"

Actor, celebrity, beauty queen, social activist, Twitterati... Gul Panag wears many hats, and one that she dons almost all the time is that of gadget freak. She has been associated with a number of tech brands and is seldom seen without a gadget handy. We caught up with her and she very kindly donned her gadget-y hat for us

Heena Jatav

Which handset you are using currently? I am using the iPhone 4S. The phone works well for me. For me my handheld represents the ultimate convergence device.

Which features of your phone do you use the most? I am a big-time app user so I use many of those on my phone which helps me in various activities of my day-to-day life. I can write up to 1500 words on my smartphone only as it allows me to write while on the go. I play Sudoku, access my social networking accounts and do everything on my smartphone when I don't have my laptop on.

Speaking of smartphones, how important is a handset for women from security perspective? Frankly speaking, every woman should take care of her own security. Mobile phones have done a great job for the women. Today there are many applications available for

According to you, what is the idea of perfect smartphone? A phone with good camera, motion stability, an inbuilt sweep app, waterproof and shockproof body, gorilla glass display and good build with other common features would be the perfect one.

Which is your favourite gadget? I love photography so my favourite gadget is my camera. I think you can call me a gadget freak in as I am very interested in devices.

You said you write for some publications. Would you like to write for My Mobile? (Laughs) Well I do know about gadgets and technology but not as much as you guys do. But yes I think I can definitely try.

heena@mymobile.co.in

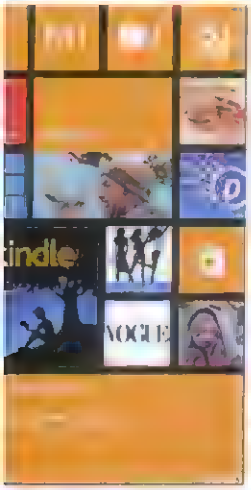
The Future, As Big Three!

It was the stuff of which tech dreams were made of - Microsoft, Google and Apple, arguably three of the biggest players in the mobile tech world unveiled what they were planning for the future, literally within days of each other. And if what we saw was an indication of what is to come, the future is very exciting indeed.

Calling up Windows Phone 8

Microsoft's announcement of the next version of its mobile OS platform Windows Phone, drew mixed responses. The biggest change was in terms of interface - the home screen has tiles which can be of different sizes with more colour customisation options. There is greater support for NFC and in what seems to be an indication of more closeness between Nokia and Microsoft, the new avatar of Windows Phone will come with Nokia Maps built into it, thus making them accessible even on non Nokia devices. Skype integration has also been strengthened and multi tasking has been given a boost. Most significantly the OS will now be able to support dual core and quad core processors, allowing it to compete with Android devices in that regard, and providing it with some much needed processing muscle (gaming enthusiasts will be cheering). The bad news is that existing Windows Phone 7.5 users will not be able to update their devices to Windows Phone 8, although most of the interface changes will be delivered to them through a Windows Phone 7.8 update. Optimists say that the OS heralds a new era for Windows Phone, cynics claim that it renders existing Windows Phone devices (including Nokia's Lumia range) largely obsolete. We will discover what will happen when the OS is released later this year.

Windows Phone 8



Froyo, Gingerbread and now Android gets Jelly Bean!

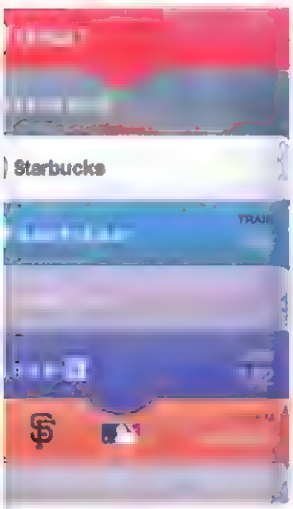
Even while most Android users wait for their devices to get updated to Ice Cream Sandwich (Android 4.0), Google has announced an even new version of Android (4.1), named Jelly Bean. And don't get fooled by the relatively small numerical difference between the two versions - Jelly Bean brings some very interesting changes to Android. To compete with Siri, the existing voice-based search system has been revamped - search is faster and the AI voice is human like. Faster photo reviewing features along with a filmstrip user interface have also been added, and the notification system has been given a facelift as well. Users will now be able to expand and collapse notifications with two fingers. Most significantly, the interface has been given a massive revamp thanks to Project Butter which will make it work much faster and more smoothly than in the past. NFC support has been enhanced and the camera app has been given a makeover. All of which is excellent news, with just one qualifier - when can we expect to see this update on existing Android devices. When we last checked, barely ten per cent of Android users had got Ice Cream Sandwich? The coming months will reveal whether JellyBean will end the era of Android fragmentation or add a new chapter to it?

Per The

Three of the biggest players in the tech space showcased their plans for the future. While Microsoft flaunted its tablet and operating system, Google and Apple gave us a glimpse of their next OS updates. We take a look at what was unveiled. **Sulabh Puri**

iOS hits a six!

Apple meanwhile, has released details of the next major update of iOS, the operating system that drives the iPad and iPhone. While the update does not come with a truck load of radical additions, what it does bring to the iOS table will be much appreciated by its users. There is extensive Facebook integration, and users can now update their status and upload images right from the notification area. Siri has also been made more powerful, and can now pull data from more sources and can even be integrated with the car audio and navigation system. The Passbook stores your movie tickets, loyalty cards, retails coupons and more in a single place, while the Maps have been given a massive boost with spectacularly improved graphics. Web browsing gets a boost, and the FaceTime video calling now will not be just restricted to Wi-Fi, but will work over cellular networks too. And when you decline a call, an automatic SMS notification can be sent to the user whose call you have been unable to attend. Users can also filter out contacts and put them in the Do Not Disturb tab. And there's a whole lot more, as we will discover when the update becomes available this fall.



iOS 6

Microsoft gets tabby with Surface

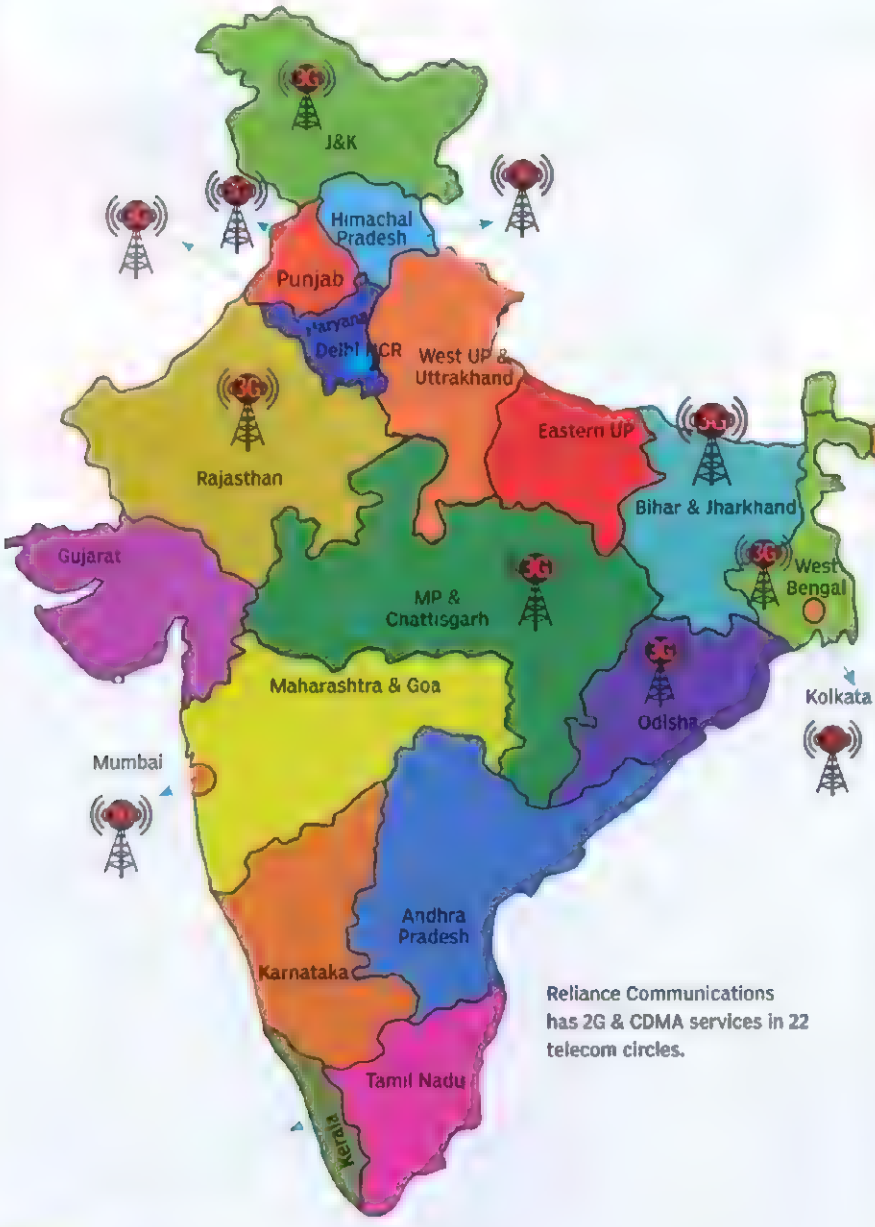
After lots of rumour and speculation, Microsoft officially announced that it would be entering the tablet market. The company showed off two tablets - the Surface RT and Surface Pro. Both sported large 10.6 inch widescreen HD displays, but while the Pro was all muscle with an Intel Core i5 processor, the RT was a more budget-friendly affair and ran on an ARM processor. Both will run on Windows 8, although the Surface RT will run on Windows RT, which is a version designed specially for the relatively low powered ARM processor. The tablets with be available in storage capacities ranging from 32 GB to 128 GB, and will come with full fledged USB ports.

However, what really grabbed eyeballs was the Touch Cover that accompanies the Surfaces. Although in concept like Apple's Smart Cover in terms of being attached magnetically to the tablet, the Touch Cover added a new spin by acting as a keyboard for the tablet, which would be propped up using the Kickstand on its back. Quite simply, a Surface tablet with the Touch Cover will be able to mimic a notebook - and in the case of the Pro version, even look like an Ultrabook, with its 9.3 mm thickness. All in all, what Microsoft is trying to deliver with the Surface is a tablet-like experience on an OS that will also be seen on other Windows devices, thus bridging the gap between tablet and PC. However, the Surface is likely to face competition not just from the iPad but also from other Windows 8 devices when the RT does make its appearance later this year (the Pro will release three months after it). A lot will depend on the price of the device - speculation is pegging the Surface RT in the vicinity of $699, and the Surface Pro at $999. ■

sulabh@mymobile.co.in

Reliance Communications
A Game Changer

This issue sees us revive our series on getting to know our cellular service providers better. And we start with one that made mobile connectivity a whole lot more affordable and accessible - Reliance Communications or RCom, we now know it as **Heena Jatav**



Reliance Communications has 2G & CDMA services in 22 telecom circles.

"Reliance monsoon offer create mobile frenzy" Rediff

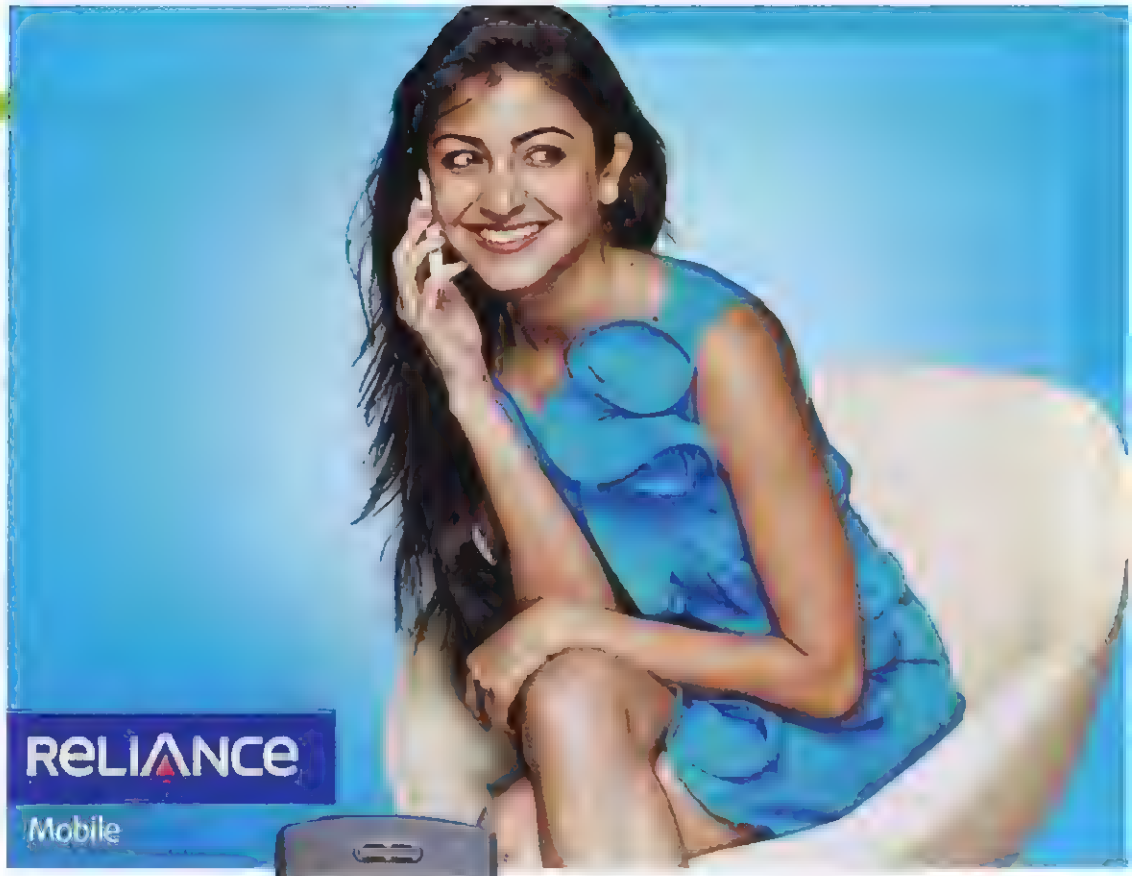
"Reliance adds 2.5 lakh mobile users in two days"- The Economic Times

These were the headlines that used to greet us in May 2003 when Reliance launched its 'Monsoon offer.' The offer created a mass frenzy as it provided a multimedia handset to users for just Rs 501 - an amazingly low price at that time, when a handset was still a luxury, and people had to wait for months to get a "regular" landline phone. Suddenly, a mobile phone did not cost the earth.

The scheme was part of Reliance's founder chairman Dhirubhai Ambani's dream of seeing mobile phones in hands of every Indian. And this is what exactly happened - cellular phones suddenly became commonplace and not restricted to the middle and upper classes. It was truly a telcom revolution in India, because it not only added the total number of wireless subscribers in the country but also paved the way for some stiff competition in the Indian telecom space. In this regard, RCom truly was a 'Game Changer'.

High and low tide

Prior to 2002, the Indian market was dominated by GSM technology but in 2002, Reliance Infocomm (now Reliance Communications) launched its CDMA services across 17 circles. With its affordable service and low cost handsets, Reliance gave a tough fight to existing GSM players. But while the affordable CDMA service was initially successful and generated a great deal of revenue for the company, it also proved to be a restriction for consumers because it tied them them down to handsets that supported CDMA network, which were limited. CDMA is a patented technology and manufacturers have to pay to Qualcomm for using it. CDMA phones therefore generally cost more than GSM phones with similar features. Reliance received



a blow when phone makers like Nokia and Sony Ericsson (now Sony) stopped making CDMA handsets and started concentrating on GSM network enabled handsets. It was during that time the handset space started evolving and mobiles with big screens and advanced multimedia features flooded the market.

Another big jolt for the company came when the Ambani family decided to split the Reliance business in 2005, with the formal split occurring a year later. The elder brother Mukesh Ambani got the flag ship Reliance Industries that included petrochemicals, oil and gas, refining and textile business, while the younger brother Anil Ambani got the telecom, power and entertainment businesses. This was the time when new RCom was born.

Not that it kept Reliance down for long. In October 2007, DOT allowed CDMA players to enter GSM mobile services using the dual technology platform, and RCom rolled out its GSM services in October 2008 and had reached the mark of 100 million subscribers (both GSM and CDMA) by March, 2010.

It's all in the offerings

RCom has always been considered a service provider which caters to the masses by spotting their needs and tailoring products and services to suit them. After making cellphones mainstream, the company has now turned its attention to affordable data services and tablets. It was the first major brand to come out with a low-cost tablet and was also the first operator in the country to come out with a CDMA tablet.

When it comes to calls and data plans, RCom has always been a favourite among the masses as it is one of the two operators in the country that gives unlimited free calling plans local and STD both on RCom numbers. Now after providing unlimited free Reliance to Reliance voice calls, the company introduced unlimited local and STD 3G video calls plans for postpaid subscribers across all 3G circles in India in April 2012. It also slashed 3G tariffs to boost 3G uptake in the country.

Tying up with Google

RCom also recently tied up with Google for its OS Android-enabled devices. As per this, all Google approved 3G Android devices users will get 1 GB free data offer on the activation of Reliance 3G network on them. The ad campaign showcases the Green Android BOT changing its colour to become the 'Reliance Blue Bot' symbolising the partnership. Industry analysts feel that the partnership will not only help RCom add to its subscriber base but will also benefit 3G Android device users.

"In line with the rapid growth of smartphones in the country, Reliance has collaborated with Google to catapult the change by providing compelling new experience to device users in terms of speed, coverage and app ecosystem across segments. Our collaboration with Google is set to bring in many novelties and unique features for device users on our superior network, complementing the innovation of Android powered services and devices," says Sanjay Behl, group head, brand and marketing, Reliance Communications.

For any operator it is important to understand user behaviour and Reliance seems to have done that by offering free data to Android users, whose number is growing rapidly in the country, thanks to the availability of affordable smartphones. It could also boost the use of 3G in the country, just like the Monsoon offer boosted cellphone usage almost a decade ago.

The future - unficiation?

So what does the future hold for RCom? We are hearing rumours that both Anil and Mukesh Ambani have decided to join hands again to revolutionise the telecom sector. Pan India Broadband Wireless Access (BWA) license winner Mukesh Ambani's company Infotel Broadband Limited could tie up with Anil Ambani's Reliance Communications to revolutionise LTE services in India. Though both the company's officials refused to comment on this, but market sources tell us that RIL is likely to use RCom's fiber optic networks, towers and access system for its LTE backhaul. And RIL is the only company to bag a Pan-India BWA license for Rs 13,000 crore. Whatever happens, one thing is certain - consumers will always have plenty to look forward to - and cheer for - as long as Reliance is around in communications...one way or the other. ■

heena@mymobile.co.in

MOTOROLA RAZR MAXX
Long lasting RAZR

Motorola Mobility has expanded its RAZR family with the new, RAZR MAXX. The company has added a splash guard coating to the phone that keeps it safe from water and scratches. Motorola claims that the 3300mAH battery is capable of giving up to 17.6 hours of talktime and 607 hours of standby time on a single charge

The phone runs on Android 2.3 (Gingerbread) operating system and can be upgraded to Android 4.0 (Ice Cream Sandwich). It boasts the iconic RAZR design made with KEVLAR fibre and has 4.3 inch Super AMOLED Corning Gorilla Glass display.

With just 8.99 mm thickness, RAZR MAXX is amongst the sleekest phones in the market. The phone is powered by 1.2GHz dual core processor and comes with 16GB internal (expandable up to 32GB via microSD) memory and 1GB RAM. The MAXX sports an 8.0 megapixel autofocus camera with 1080p video capture capability supported by LED flash. The 1.3 megapixel secondary camera on the phone can capture HD video. Motorola RAZR MAXX is available in Indian stores for Rs 31,590. ■

SAMSUNG GALAXY BEAM
The new projector phone

The Galaxy Beam is Samsung's new entry in the smartphone segment but this one comes with a twist. As the name suggests the phone has an in-built 15 lumens pico HD projector. It allows users to share and display multimedia content anywhere anytime on walls, ceilings or any flat surface

The phone comes with a 4.0 inch WVGA TFT display and runs on Android 2.3 (Gingerbread) with TouchWiz UI 4.0. It has 8GB internal (expandable up to 32GB via microSD card) memory and 768MB RAM and is powered by dual core 1 GHz processor. The Galaxy Beam also sports a 5.0-megapixel camera with a LED flash. The camera of the phone is also capable of recording videos at 720p. A 1.3-megapixel secondary camera has been added in the front. The phone comes packed with a 2000mAH battery and is expected up to 760 hours on 2G/3G and also project videos for 3 hours. The phone has connectivity options ranging from Wi-Fi, Bluetooth to 3G.

The South Korean phone giant announced the projector smartphone back in February during Mobile World Congress 2012. However, Samsung Galaxy Beam is not available in the market now but it is available on pre order at a price in the vicinity of Rs 29,900. ■

team@mymobile.co.in

GOOGLE NEXUS 7 Droid goes tabbing Google style

After launching the Nexus series in the smartphone category, Google has taken its first step of launching its own Nexus tablet called the Goggle Nexus 7. Surprisingly instead of Motorola, Google has partenered with Taiwanese manufacturer Asus to develop the Nexus 7. As the name suggests, it's a 7.0-inch tablet that runs on Android 4.1 (Jelly Bean) operating system. Powered by a 1.3GHz Nvidia Tegra 3 quad core CPU and a 12 core Graphics Processing Unit (GPU), the Nexus 7 is expected to offer a new dimension of tablet experience to the users. It is the first 7.0 inch tablet running on a quad core processor. Nexus has an IPS (In Plane Switching) screen with a resolution of 1280x800 pixels. It also supports Near Field Communication (NFC). The Nexus 7 comes with a 1.2-megapixel front facing camera but no camera has been added at the back. It will be available in two memory versions 8GB and 16GB. However there is no option of expanding the internal storage further. Connectivity options include Wi-Fi and Bluetooth. It has a 4325mAh battery that is expected to give up to 300 hours of standby time. The Google Nexus 7 tablet is expected to hit the Indian market by the end of September this year. ■

MICROSOFT SURFACE New family of PCs for Windows

Microsoft created a definite buzz in the tech circles when it recently showcased its new Microsoft Surface tablet. The tab runs on Windows 8 operating system and blends the power of a strong software with the feel of premium hardware. Surface will be available in two models one running an ARM processor featuring Windows RT, and one with a third-generation Intel Core processor featuring Windows 8 Pro. Both models would have 10.6 inch ClearType HD display and come with unique casing called VaporMg and a stand. The Windows RT version runs on a Nvidia Tegra CPU while the Windows 8 Pro version or Surface Pro will run the Ivy Bridge Core i5 processor

The latter will be shipped with 32 and 64GB storage options and would sport 2HD cameras located in the front and rear. While Windows Pro would be shipped with 64 and 128GB storage options and would also have front and rear HD cameras ■

team@mymobile.co.in

BURN TEST

IDEA !D-918
Another idea, Sir
(3)G

Idea seems to be determined to not just offer 3G services, but also devices that make the most of them to its subscribers. After releasing two low cost Android devices a few months ago, it is now back with another the !d-918, which leverages its 3G connectivity without blowing a hole in the pocket of the consumer.

Looks: Black and white treat

Idea has been consistent in the design and appearance of its handsets, and the !d-918 follows in the footsteps of its predecessors, adhering to the 'simplicity is the ultimate sophistication' mantra. The handset come packed in plain black plastic chassis which can be swapped with a white alternative given in the box. You can not only change the back panel but the rim in the middle as well which makes it look even better. The screen comes with a black boundary. There is just one hard key given on the front below the screen. Considering its price, the handset not only looks good but even feels good to hold. The rounded corners and smooth texture of the phone make for a comfortable grip. The back panel also comes plane with a camera, a thin speaker grille and the Idea logo.

Hardware: Dual SIM daddy

The !d 918 may not be a very rough and tough device but it is not a delicate darling either. It can operate two GSM SIMs, with one on 2G/3G mode and the SIM2 on 2G mode. The 3.2 inch screen comes with keys for settings, search and back, and there also are three keys, for calling, menu and messaging, which come by default on the screen of all home panels. The top of the phone houses a 3.5mm audio jack slot. There is a micro USB port on the left and a volume rocker and a dedicated camera button on the right.

The 3.2-megapixel camera at the back

comes minus a flash, but then, we would not get too picky at this price. The device comes with a 2GB card, but supports up to 32 GB of external storage.

Software: Whiff of Gingerbread

The device runs on Android 2.3, or Gingerbread, which seems a bit dated, given the fact that it has already been updated twice. The interface is similar to that seen in other Android devices. There are five home panels and Idea has loaded a number of applications to the device across a range of functions ranging from entertainment to utility - the likes of Facebook, Twitter, Nimbuzz and Gtalk are very much there, saving you the trouble of downloading them separately. And of course, this being an Idea device, there are a bunch of dedicated Idea apps and message based services on it - IdeaTV, IdeaMall, IdeaFresh and a few others. Also among the preinstalled apps are the likes of Currency Converter and Pinball. However, we would advise you not to open too many apps at the same time on the device - it does tend to slow down and some times even stop the handset altogether. There is also an Office Suite to let you play around with MS Office files.

Multimedia: A decent package

Keep in mind that this is a sub-Rs 6,000 device and you will find the ID918 performing decently in the multimedia department. The 3.2-megapixel camera comes with 8X digital zoom and takes 2048 X 1536 resolution pictures. There are options like Auto, Cloudy, Fluorescent etc in the white balance mode and you can also add some colour effects. The camera also shoots videos in VGA mode. Image and video quality is passable, but nothing special. On the music front, the FM reception is good and the music on headphones as well as on loudspeaker is decent, although having the speakers at the back means that you do tend to lose out on sound quality if you place the phone on its back.

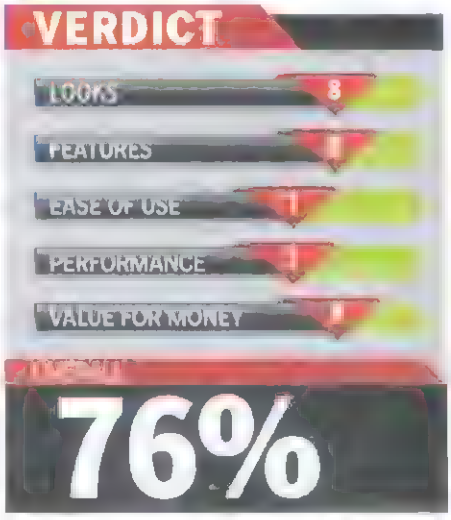
User Experience: Budget warrior!

It is packed with decent specs and features for its price tag, but the Id-918 is let down by its touch experience. Writing long messages can get to be a bit tedious, as the screen does not respond as well as we would have liked. However, the display size and resolution (480 x 800) is good for the price segment and makes the device a good option for browsing and watching video. The 1300 MHz battery runs for a day with average use.

Conclusion

The Idea Id-918 is available in the market for Rs 5,994 and at that price is a very good option for those looking for a dual SIM Android on a tight budget. We would have ideally liked a better touch experience, a newer version of Android (we have tablets in the same price range with Android 4.0), but all said and done this is a handy little budget warrior. You can consider the Micromax A50 for Rs 4,750. ■

team@mymobile.co.in



MTS M-TAG 401 A visual delight in the budget phone space

Pros

- 4.0-inch display
- High Speed internet access
- Smooth touch experience

HIGHLIGHTS

4.0-inch TFT LCD screen is a delight to use

The touch interface of the phone could have been better

The CDMA network has always been known for high speed data access but has lacked handsets to make the most of it. Some operators are trying to address this shortage by offering their own devices. MTS is one of them and its latest offering, the MTag 401, offers a large touchscreen device to users at a budget price. Will users bite?

Looks: Shiny and smart

The latest in the MTag series of MTS, the MTS SP150 (or MTag 401) comes in a shining black plastic chassis with a metallic looking, textured glossy back panel.

The overall look of the phone is impressive with a nice wide 4.0 inch TFT-LCD capacitive touch-sensitive display with 800x480 WVGA resolution capturing all our attention - an amazing feature at this price. In terms of appearance, it has a 'chin' similar to that of the HTC One V, but is thicker and heavier. There are three soft keys given below the screen for basic Android functionality. The back comprises a 3.0 megapixel camera and a speaker grille. The top houses a 3.5 mm jack and mini USB port, while the lower portion is plain, and there is a volume rocket and power/display on/off button on the side. All in all, the phone looks good and will turn heads, but will attract fingerprints too because of its shiny surface!

Hardware: Fairly good

The display screen of the MTag 401 is the biggest attraction of the device - and it works very smoothly indeed. The touch experience is good and typing is very comfortable. It also comes with an accelerometer and G-Sensor and is powered by a 800 Mhz Qualcomm Snapdragon S1 processor.

While the processor worked well for routine tasks, we did experience the odd lag when we ran too many apps at one time. There

TECH SPECS

Size	127 x 64 x 13 mm
Weight	132 grams
Memory	170MB, microSD
Battery	Li-Ion 1700 mAh
Screen	262,144 colours
Talktime/Standby	Upto 4.3 hours/ Upto 200 hours
GPRS/3G	Yes/Yes
Bluetooth/ WiFi	Yes/Yes
Phonebook Capacity	Shared
Camera	3.0 megapixel
Frequency	GSM 850/900/1800/1900
Others	SNS apps, Google Suite

Price: Rs 8,999

Cons

- No FM radio
- Hangs while multitasking
- No flash with camera

3 The 3.0-megapixel camera lacks edge

4 A plethora of apps have been preloaded on the phone

5 Despite being heavy, the phone is pretty good looking

SIM card slot is hot swappable but you need to remove the battery to change the microSD card speaking of which the device comes with a 2GB microSD card, and can support microSD card of up to 32 GB

Software: Gingerbread man!

The MTag 401 runs on Android 2.3.5, or Gingerbread. While this is adequate for most functions and apps, we would have liked to see it running the much newer Android 4.0. MTS has not done much with the user interface of the device which is akin to those seen on other devices running the OS. The homescreen comes with five panels which can be customised by placing your choice of shortcuts, widgets, folders, and applications. Apart from the three soft keys given right below the screen for settings, home and back, there also are three soft keys for calling, menu and Internet that come by default on all home panels.

The device come preloaded with applications like MTS TV, GMail, YouTube, Google Maps, and Facebook, as well as Mplanet which is the native application store by MTS. There are a number of IM-based apps, but we would have liked some games.

Multimedia: Plain vanilla

On the multimedia front, the music player of the phone is fairly good in terms of sound quality, both in loudspeaker and headphone mode. The 3.0-megapixel camera is decent to use but could have been better with a flash. It gives you options to change white balance as per the light conditions, add effects like mono negative, archaize and blue, and comes with 4X digital zoom. The large screen however compensates by being super for watching videos and browsing the Web.

User Experience: Want more

The MTag 401 is nice to hold and looks better than many of its competitors in this price segment. Our experience with the device was generally satisfactory, and we liked the fact that MTS offers a good data deal with it. The phone comes bundled with a three month data plan for unlimited browsing and local MTS to MTS calling. On the other hand, we were a bit disappointed with the camera quality and surprised to see no FM radio on the phone. Battery life was surprisingly good for a device with this large a display - we easily saw through a day on a single charge. All said and done, this is a pretty solid device for anyone who wants a large screen touchscreen experience without wishing to venture into five figure territory in price terms. We were however, surprised by the lags that occured while multi-tasking as the device does pack in a very decent processor for its price point.

Conclusion

The MTS Mtag 401 costs Rs 8,999 plus Rs 8 with the data plan. If you are looking for touchscreen device options in the CDMA segment, you can also consider Samsung Galaxy Pop CDMA costing Rs 8,900 or the newly launched Samsung Galaxy Y CDMA priced at Rs 7,900 as alternatives.■

team@mymobile.co.in

VERDICT

LOOKS

FEATURES

EASE OF USE

PERFORMANCE

VALUE FOR MONEY

OVERALL

72%

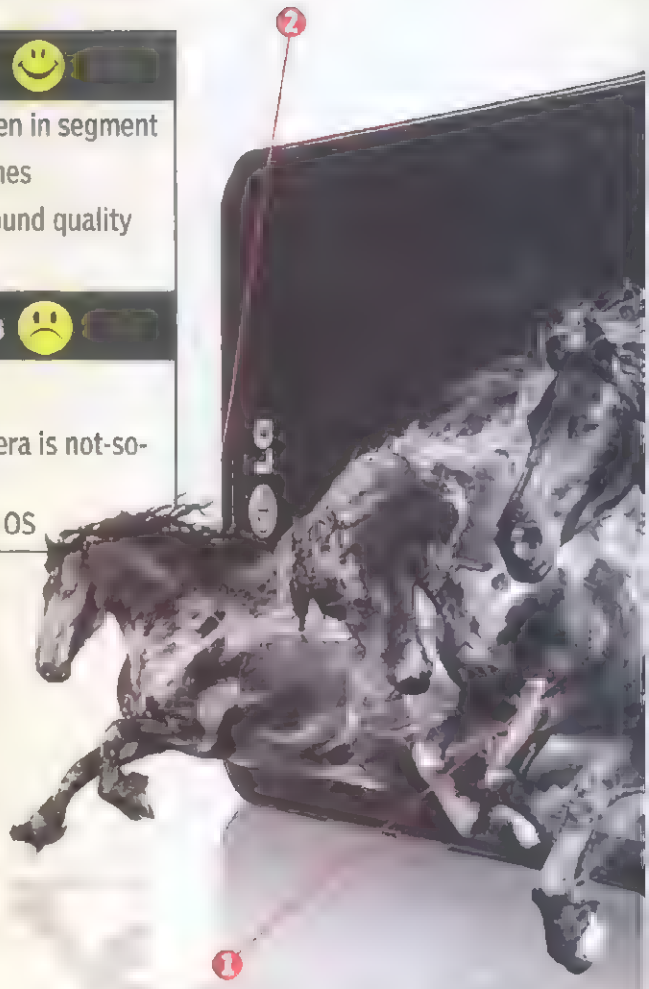
LG OPTIMUS 3D (MAX) P725 Get ready for the third dimension

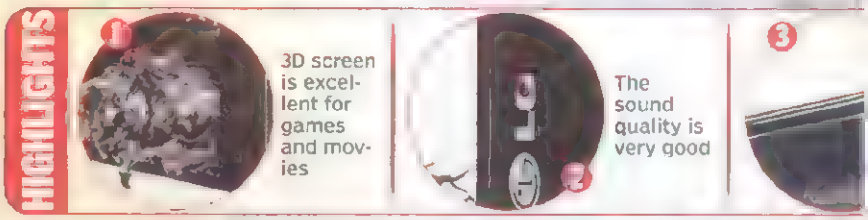
Pros

- Best 3D screen in segment
- Good 3D games
- Very good sound quality

Cons

- A bit heavy
- The 3D camera is not-so-great
- Old Android OS





LG refuses to give up on its glassless 3D dream and has upgraded the Optimus 3D to the Optimus 3D Max. But does the new phone fare better than its innovative predecessor? Will it be able to revive the 3D segment which is already losing steam? That still remains to be seen.

Looks: Worth a look

The Optimus 3D Max is a good looking phone if not the slimmest in town. The front is pretty much flat, and sports a large 4.3 inch display. It has a meshed back panel which lets users grip the phone a little better. Here users will also find a loudspeaker and twin 3D cameras along with a LED flash.

On top one will find the power button and the audio port. The camera 3D button is located on right side of the phone, while the volume keys are on the other side.

Hardware: Charged up

LG has given this phone some very impressive specs. It is powered by a dual-core Cortex A9 1.2 GHz processor and comes with 1 GB RAM to speed up things up. To store files and application data, the 3D Max carries 8 GB internal memory, 5.3 GB of which is available to the user, and can be extended by 32 GB courtesy a hot swappable microSD card slot.

The 4.3 inch capacitive touchscreen is 3D ready and can convert any 2D video into 3D. It can even turn 2D games into 3D. And the best part is you are not required to wear any goofy glasses to enjoy 3D on this phone. Just turn it on and watch with the naked eye. Now, that is quite a cocktail, isn't it?

Software: Old Android

At a time when the world is waiting for Jelly Bean to arrive on its handsets, LG has used Android Gingerbread for this phone, which is extremely disappointing, to say the least. We were hoping for a better operating system. However, Gingerbread is not all that bad. The home screen has seven panels which can be customised to one's liking.

One can arrange favourite contacts on one

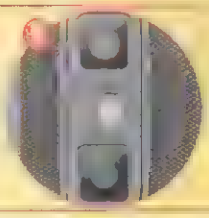
TECH SPECS

Size	126.8 x 67.4 x 9.98 mm
Weight	148 grams
Memory	8GB, microSD
Battery	Li-Ion 1520 mAh
Screen	16million colours
Talktime/Standby	Upto 17.5 hours/ Upto 365 hours
GPRS/3G	Yes/Yes
Bluetooth/ WiFi	Yes/Yes
Phonebook Capacity	Shared
Camera	5.0 megapixel
Frequency	GSM 850/900/1800/1900
Others	Video editor, Polaris Office

Price: Rs 29,000

You can access the camera and 3D content using the 3D camera button

It runs Android 2.3



The dual cameras can take 3D images

anel, while others can be used for direct Google searches. LG has loaded this phone with a number of paid and free apps. A couple of good 3D games like Asphalt 6 3D and Lets Golf 2 3D are also loaded, which are great to play. However, when you download 2D games and covert those to 3D, the results are not as good.

Other applications which are featured in the phones include a video editor, to edit videos on the fly, Polaris Office for reading MS Office files but you can not create new ones, and a Weather app.

Multimedia: Good and bad

The screen is of 480 x 800 pixel resolution, which is a bit on the lower side, considering the specs of the device, but is decent for games, movies and image previews. The phone comes with enough content to keep users entertained.

The video player can convert a 2D stream into 3D and vice-versa. And the 3D results are quite good. It can play most popular video formats such as MP4, DivX and WMV. The YouTube application lets you browse your favourite Web videos too. On the audio front, Dolby has partnered with LG for this phone. Plug the supplied headphones and you get some very impressive sound.

On the other hand, the 3D camera isn't what we had expected. In fact we were more impressed with the 3D camera of its predecessor.

The 3D effect seems a bit forced and one is not able to achieve the desired results indoors or outdoors. Turn 3D off and the images improve. Apart from that, An FM radio app has also been included for radio lovers

User Experience: Pleasant enough

Our experience with the Optimus 3D Max was overall a pleasant one. The screen responds well to swipes and slashes. Games and applications work, well thanks to the dual core processing muscle within, and we loved playing around with 3D videos and games, even though we found the 3D camera unsatisfactory.

If you watch or play games in 3D for long it leaves you a bit dizzy, which is the case with most glassless 3D phones and devices - the technology really has to mature in this regard Users also have the ability to adjust the 3D depth according to the application they are running.

Conclusion

Overall this phone is the best 3D phone out there, and a considerable improvement upon its predecessor. The screen is brilliant for both movies and images in 2D and 3D. Battery life is about decent for a large screen Android - a day if you do not indulge too much in 3D. At 148 grammes, this is a phone on the heavier side, but if you are looking for a 3D phone, this is the best option you have out there.

The Optimus 3D Max is available for Rs 29,000 and is the only 3D smartphone available in the Indian market. If you are looking for a smartphone without the 3D in the same budget, you can try the HTC One S, which is available for Rs 33,000, and comes with a 4.3 inch touchscreen, Android 4.0 and an 8.0 megapixel camera. ■

team@mymobile.co.in

VERDICT

LOOKS	8
FEATURES	8
EASE OF USE	9
PERFORMANCE	8
VALUE FOR MONEY	7

OVERALL

80%

BURN TEST

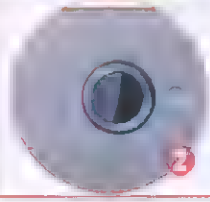
HTC ONE S The fastest to burn the competition

Pros

- 1.7 GHz Dual Core processor
- Android Ice Cream Sandwich
- 8.0-megapixel camera with front VGA camera

HIGHLIGHTS

The HTC Sense UI scores again for usability



The 8.0-megapixel camera is not as impressive

Coming in the wake of the sensational One X and the delightfully affordable One V the HTC One S tries to make its mark as a powerful performer between these two. Is it a worthy addition to the One series?

Looks: HTC Delight

The HTC One S takes forward the HTC design legacy with a slim metal unibody and a smooth and rich display. The device is a bit smaller than the One X with a 4.3 inch AMOLED display as compared to the huge 4.7 inch real estate in the latter. The slight curve at the lower end of the phone as seen in the One X has been done away with here. Overall, it does seem that the brand is back to its simple ways with the new One S – it's a standard HTC design which is sophisticated and compact, adding a touch of class.

Hardware: Power-packed

The phone has some serious processing power with Qualcomm's 1.7 GHz dual core processor. The internal memory of the phone stands at 16 GB but cannot be expanded further. Apart from the 8.0-megapixel camera at the back, it also has a VGA camera at the front. However, there is no (built in) video calling so you will have to depend on third party apps for the same.

The 4.3 inch AMOLED screen is vibrant and delightful and delivers a good visual experience while watching videos. On the connectivity front there is 3G, Wi-Fi as well as Bluetooth.

Software: Sense-ible stuff

The One S runs on Android 4.0.3 (Ice-cream Sandwich). Running on top of this is HTC Sense 4.0, which keeps up HTC's legacy of offering an experience that is different from what you get on the routine Android devices. The homescreen can have up to seven customisable panels. You can go to the home screen leap view by pinching on the screen. You can now create folders on the homescreen by simply stacking one app icon over the

Cons

- Expensive
- No built in video calling/ no expandable memory
- Battery is not detachable

TECH SPECS

Size	130.9 x 65 x 7.8 mm
Weight	119.5 grams
Memory	16GB
Battery	Li-Ion 1650 mAh
Screen	16million colours
Talktime/Standby	NA
GPRS/3G	Yes/Yes
Bluetooth/ WiFi	Yes/Yes
Phonebook Capacity	Shared
Camera	8.0 megapixel
Frequency	GSM 850/900/1800/1900
Others	Sound Hound, Dropbox, Media Link HD

Price: Rs 33,500

The battery is not detachable and the panel on the top comes off for SIM slot

There is a secondary camera in the front for self portraits

The metal unibody of the phone makes it sturdy

other. Unlike the default ICS menu which is divided into two segments (apps and widgets), the menu of the One S has three categories all, frequent and downloads. The settings menu has been divided into four sections - wireless and networks, device, personal and system.

Like all Android devices, this one too comes with strong SNS integration. You can add your Facebook, Flickr, HTC, Email, MS Exchange accounts and sync all you contacts in the phonebook. Friend Stream integrates all your social networking activity into one window

A number of apps come preloaded on the phone, including Soundhound and Twitter. Dropbox support comes with 25 GB of cloud storage for two years, and for creating and editing MS Office files, there is Polaris Office Another interesting aspect of the phone is the Media link HD, which allows you to share content with your TV or computer over Wi-Fi - it is as simple as a three finger swipe, if you have a special dongle that needs to be plugged into the TV or computer.

The browsing experience on the phone is great, courtesy the big display and Flash support.

Multimedia: Unleash hell!

The 8.0-megapixel camera in the HTC ONE S promises to repeat the One X experience in terms of features. It also comes with a continuous shot mode that can keep capturing shots till you press the shutter release key. A dedicated imaging chip has been added to the phone to minimize the effect of ambient light for taking pictures. Picture quality is very good. HTC has added video and still keys into the viewfinder in the One S too allowing you to capture a still frame even while shooting a video. Speaking of video capture the camera is capable of capturing full HD 1080p videos. The still camera also has face detection, smile capture and stereo recording for videos. It handles HD videos effortlessly and supports most popular video formats. On the sound front, the One S comes with Beats Audio for great sound. There is a sound enhancer feature too, which works only when the headsets are connected - the sound experience through the headphones with Beats Audio on is a treat for music buffs

User experience: One of a kind

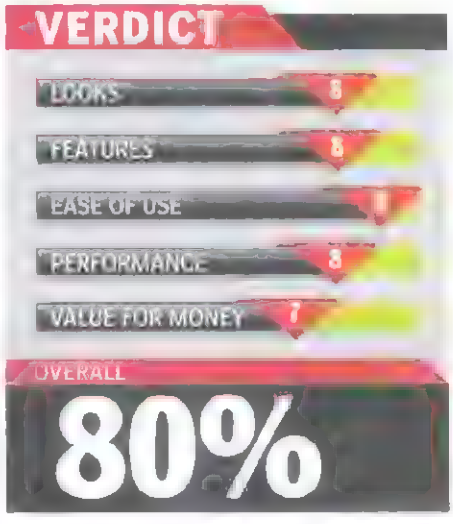
Our experience with the One S was seamless and smooth. It comes close to replicating that of the much more powerful One X, which is saying something. The battery of the phone, however, is better than that of the One X and one full charge easily lasted of a day of extensive usage.

Conclusion

The HTC One S is priced at Rs 33,500 in the market, which seems high to us, considering the quad core processor powered One X (which also has a larger display) is now available for about Rs 35,000. If, however, you are looking for a non-HTC Android device in the same range, you could consider the Sony Xperia S, which is available for Rs 30,000 and comes with a dual core processor, 4.3 inch touchscreen display and a 12.0-megpixel camera. ■

team@mymobile.co.in

VERDICT



NOKIA 808 PUREVIEW Point, Shoot, Zoom!

TECH SPECS

Size	123.9 x 60.2 x 13.9 mm
Weight	169 grams
Memory	16GB, microSD
Battery	Li-Ion 1400 mAh
Screen	16million colours
Talktime/Standby	Upto 11 hours/ Upto 465 hours
GPRS/3G	Yes/Yes
Bluetooth/ WiFi	Yes/Yes
Phonebook Capacity	Shared
Camera	41.0 megapixel
Frequency	GSM 850/900/1800/1900
Others	Nokia Maps, HD video

Price: Rs 32,500

Nokia had revolutionized the mobile camera market with the launch of the 50 megapixel N95 in 2007. Now, after almost five years, the brand tries to do the same with the new 41.0-megapixel sensor toting PureView 808. Will it succeed?

Looks: Not slim, still smart

Nokia has been doling out relatively bulky phones for a while now, and the PureView is no different. It might not have the slimmest of waistlines, but still looks good. Our review unit was white in colour but it is also available in black and red colours, although the latter has not come to Indian shores. The phone has a smooth and curved design and the back has a plastic matte finish. The one element in the whole form factor that stands apart is the bulge in the back panel caused by the camera. Camera lovers will not mind it, though.

Hardware: Solidly Nokia

The PureView comes with some very decent specs. The display is a 4.0-inch Corning Gorilla Glass Nokia Clear Black display and the back is made of high quality plastic. Below this is a 1.3 GHZ ARM11 processor, a separate GPU, 1 GB ROM and 512 MB RAM. The internal memory of the phone is 16 GB, which can be expanded further using a microSD card and there's also support for USB-on-the-Go. On the connectivity front it has 3G, Wi-Fi and NFC support along with Bluetooth and a mini HDMI port.

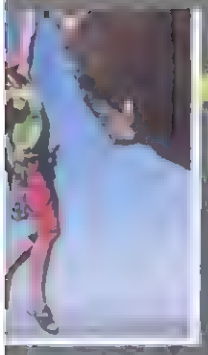
Software: Good(?) old Symbian

The PureView 808 runs on Nokia Belle, which is lacklustre in terms of performance and interface when compared to other operating systems, in spite of multiple, customisable home screens and widgets. Nokia has packed the phone with a number of apps like Nokia e-mail, Nokia Store, Drive, Maps, Social, as well as some camera specific apps like Silent Film Maker, and the Big Screen app to use the HDMI connectivity. Symbian fans will love the familiar interface, but we cannot see it converting iOS and Android users.

Multimedia: Sensor-sational!

The highlight of the PureView is its camera. The 41.0-megapixel sensor is bigger than anything seen on any cellphone camera so far, and takes pictures of up to 38.0-megapixel resolution. Nokia has added a number of profiles and settings with the camera – there is an automatic mode (where the camera decides everything) and three creative modes C1, C2, C3. In each of these, you can capture pictures in two modes – PureView (that offers 8 MP, 5 MP and 2 MP resolution) and in full resolution. In full resolution, there are two screen aspect ratios (16:9 and 4:3) - at 16:9 the highest resolution is 34 MP, but in the 4:3 aspect ratio the resolution goes up to 38 MP. In the creative modes you can also change saturation, picture quality, colour tones, contrast, and other elements.

Picture quality is quite impressive, thanks to oversampling at lower megapixel counts, a



Pros	Cons
■ 41.0-megapixel camera sensor	■ Bulky
■ 3G Wi-Fi and NFC connectivity	■ No zoom option while clicking in full resolution
■ 1.3 GHZ ARM 11 processor	■ Symbian OS still a bit dated

…ss to which the camera chooses the best …xels among a set of pixels in the same area …e get the best picture quality. That said, we …und more "noise" while zooming into images …n PureView mode than in the full resolution …ne. And yes, you cannot zoom while taking …re in full resolution mode, although …ou do get lossless zoom at lower megapixel … video quality at 1080p resolution is … although we would have loved to see …re innovations like smile shot, blink …letection, frame shot while capturing a video. …here is a Xenon flash, which is always …elcome but does affect the battery. As far as …aring the picture goes, it was strange that …hile posting on Facebook from the camera …p, one could not select which album to post …e in - all the pictures went to the … View folder in Facebook. Apart from the … is a music player in the phone … and FM radio that offer a good …ultimedia experience - sound quality is …ceptional.

User Experience: Snappy!

It takes great pictures, has awesome sound quality, is a full-fledged smartphone which performs zippily, thanks to a powerful processor. If we had a complaint about the PureView it was about its interface and the now increasingly archaic looking Symbian Belle OS, which is not in the league of Android and iOS in terms of ease of use or apps. That said, call quality was good and battery life remains amazing - the best we have seen in a large touchscreen device. We had push mail running, made lots of calls and did stacks of photography and still got a day and half out of it.

Conclusion

Nokia 808 PureView is available in the market for Rs 32,500. It is a one of a kind device when viewed in terms of camera power, and none of the phones come near it in that respect. It is only let down by the capability of its operating system. If you are looking for an Android that packs in a good camera, you could consider the HTC One X which runs on Android and boasts of a 8.0 megapixel camera, and is available for Rs 36,000. Nokia N8, which till … among the best camera ph… is also an option and it is priced at Rs 18,100. ■

team@mymobile.co.in

VERDICT

BLACKBERRY P'9981 PORSCHE DESIGN

BlackBerry vrooms into luxury

Pros

- Extremely stylish design
- Latest operating system
- Touch and QWERTY

Cons

- Camera not impressive
- Some might not like the ridge-y keyboard
- Heavy

HIGHLIGHTS

The Porsche Design is edgy and stylish

The smooth leather finish at the back is comfortable

BlackBerry users have always occupied a niche in the smartphone kingdom. And now, RIM has actually come out with an even more niche offering, targeted at the uber rich - the extremely posh and stylish P9981 Porsche Design handset.

Looks: Cutting edge...literally

We have seen Porsche design phones before and they have always been extremely sophisticated in terms of looks and design. However the new P9981 is a complete departure from the delicate darlings introduced before it. If looks could kill, you will be dead the moment you set your eyes on the phone. It has an extremely stylish and edgy design that makes it stand out, with the Porsche Design engraved on the top. The stainless steel unibody of the phone exudes strength and style and might leave you gaping in awe once you hold it in your hands considering the sturdy feel that you get from it. The back panel of the phone has been given a soft textured leather finish which is in direct contrast to the sharp and edgy design of the front panel. The fact that the phone is made up of stainless steel makes it a bit heavy, but that's a small price to pay for a device that is a complete scorcher in the looks department. There are a number of things that highlight the phone's rich design. The control key and the optical trackpad are placed on five smooth yet separated square plates. The keypad below the control keys cluster itself has a very unique design and comes with keys that have ridges depicting the dual letters and functions that each key carries out. Despite the ridged design, the keys are very comfortable to use. All in all the BlackBerry P9981 Porsche Design is an absolute departure from the usual design that Porsche has for its cars. Instead of being smooth and curvy like the car it is named after, the phone is rugged, square and sharp, giving it a rustic exuberance.

Hardware: Cutting edge... again!

It is not just the looks of the phone that are

TECH SPECS

Size | 115 x 67 x 11.3 mm

Weight | 155 grams

Memory | 8 GB, microSD

Battery | Li-Ion 1230 mAh

Screen | 16 million colours

Talktime/Standby | Upto 5.5 hours/ Upto 348 hours

GPRS/3G | Yes/Yes

Bluetooth/ WiFi | Yes/Yes

Phonebook Capacity | Shared

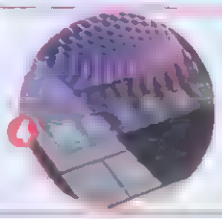
Camera | 5.0 megapixel

Frequency | GSM 850/900/1800/1900/2100

Others | NFC, WikiTude

Price: Rs1,36,000

The camera of the phone gives average picture quality



The touch-screen and optical trackpad offer convenient interface

The looks of the interface have been changed in tandem with the design of the phone

cutting edge, it houses some impressive hard ware too. It runs on a 1.2 GHz processor and has 768 MB RAM, ensuring a snappy performance. The device comes with 8 GB internal memory and can be extended further using a microSD card. There are stacks of connectivity options as well – the phone supports 3G, Wi-Fi, Bluetooth, and has NFC capabilities. It has a built-in GPS chip, but BlackBerry Maps still do not work in India, limiting its use. The 2.8-inch TFT LCD screen is VGA resolution, which is not the greatest but is adequate for a QWERTY device and gives a good visual experience. The optical trackpad works well along with the touchscreen making it very easy and simple to use the phone

Software: Nothing great

The P9981 runs on the BlackBerry 7.0 operating system and while the basic interface and functionality of the operating system remains the same, the design and iconography of the interface has been changed drastically to match the Porsche Design. The interface and icons have been given the same edgy look that the phone sports, with a thick borderline with a nice three dimensional feel. The interface works in the same manner as seen in other OS 7.0 devices. There are five sliding panels: All, Favourites, Media, Downloads, and Frequent, which depicts the icons of the apps in the menu. The connectivity options, profiles, search and notification areas are at the top

The functions are standard Blackberry too. Once you subscribe to BlackBerry services, you can use Internet, e-mail, BBM (BlackBerry Messenger) and other BlackBerry services. Yes, this is the BlackBerry experience with a Porsche frame and flavour, all right.

Multimedia: Less is more

In terms of entertainment, the phone comes with a 5.0 megapixel auto focus camera that comes with features like face detection, image stablisation, and geo-tagging. There is a flash for low light conditions, but image quality remains just about acceptable. The camera is also capable of capturing 720p videos and again churns out acceptable rather than exceptional results. There is a music player that offers an enjoyable music experience but nothing extraordinary. The device supports MPEG 4, H.263, H.264 video formats and plays HD videos, but the experience is limited by the relatively small screen.

User Experience: Porsche Posh

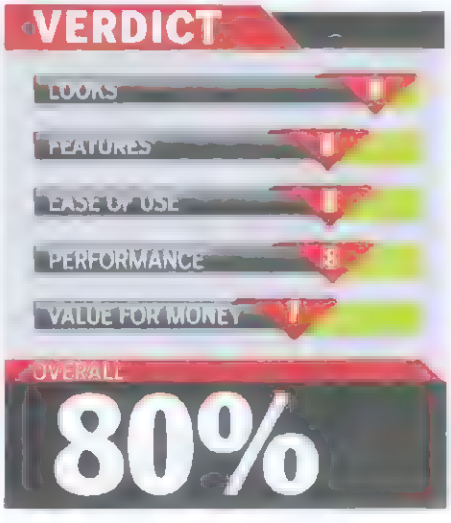
If you are one of those who cherish luxury but do not want to compromise on smartphone muscle, then the Porsche Design P9981 is for you. It exudes class without scrimping on features as seen in some other luxury phones. The 1230 mAh battery of the phone ensures that you easily get through a day and more with calls, Internet browsing, [illegible] BM.

Conclusion

The P9981 might seem extravagantly expensive to most people with its price tag of Rs 1,39,000. But then, it is aimed at a niche target audience rather than the masses. When it comes to luxury phones that are full fledged performers too, this device is very much in a league of its own. Those keen on luxury rather than performance can check out offerings from Vertu, Tag Heur, and Versace in India. ■

team@mymobile.co.in

VERDICT



HACK ZOMBIES, SUCKER!

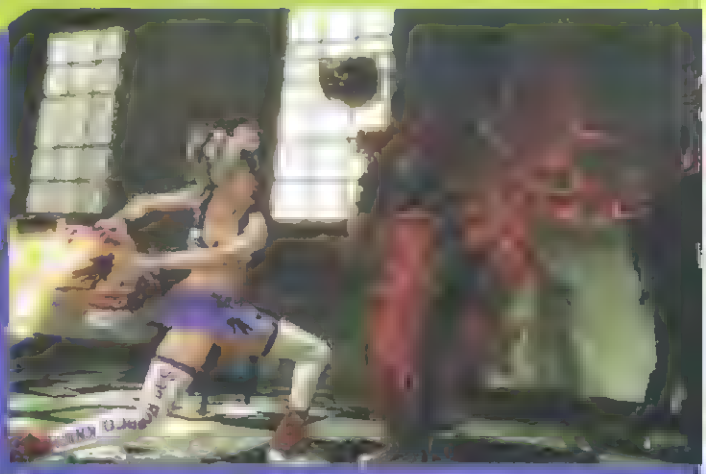
Play as a undead-slaying heroine

Cbe funny but falls short most of the time. You play Juliet Starling, who has just turned 18 and is headed to San Romero's school to meet her boyfriend Nick Carlyle. Suddenly there is an outbreak of zom' of undead on her way to meet her love. On her arrival, she is bitten by a zombie and Juliet decides to decapitate him Nick is still alive, and keeps talking to Juliet right through their Zombie-killing sprees. Oh, and Juliet, who is a zombie killer, has an obsession with lollipops – hence the about it. Though most of the times the ambient world is well detailed, there are times when everything is just g... 3. Third person view also moments in this game but nothing that really grabbed our attention. A note: the game is not fit for children, as it has explicit cut-scenes and some very risque dialogues. The Lollipop Chainsaw for PS3 is priced at Rs 2,499. ■

RATING 70%

We tested it on the ***Play Station 3***

sulabh@mymobile.co.in



HOLY LEGO, IT'S BATMAN! The Dark Knight rises...in Lego territory

B

Penguin, the Riddler and the Joker among them. And then Bruce gets into Batman mode to put them behind bars. Matters don't end there.

RATING 70%

o work overtime to set things right. All of which makes for ome non-stop action in a world, where almost everything

xt defeated with no resistance, which is convenient but not terribly exci ng. The graphics are great and so is the sound. One can play with a friend n split screen co-op mode as well. Overall Lego Batman 2 has a good sto ryline and graphics – just be ready to put up with an eccentric AI. The Lego Batman 2 DC Super Heroes for Xbox 360 is avail able for Rs 1,995. ■

sulabh@mymobile.co.in

We tested it on the Xbox 360

BE AN OLYMPIAN Warm up for the global sports gala

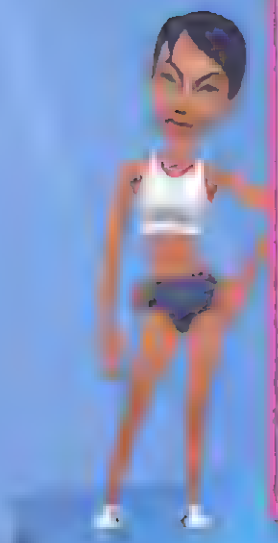
Always wanted to participate in the Olympics? Now there is a way to experience the joy of Olympian competition without having to toil and work hard the only thing working here would be your hands. Making it possible is the official game of the London Olympics that can be downloaded for free from Google Play. You can create a persona for yourself and then choose your abilities like strength, balance, agility, accuracy, flexibility and mentality, based on which you get to participate in various events like sprints, swimming, shooting, and archery. You can create up to eight characters and can participate in nine events across five sports. There are three modes of competition - Training, Olympic and Challenge. How many events you can compete in depends on your stamina which diminishes after every event, and can be replenished by a rest or by purchasing stamina points!

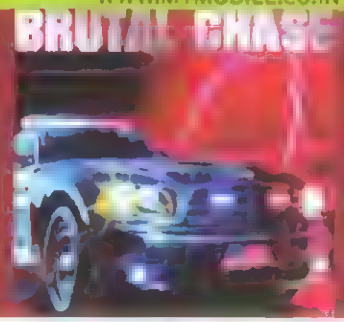
RATING 80%

The graphics of the game are very good in a cartoon-ey way. However, the gameplay takes some getting used to as it involves tapping or sliding your fingers fast on the screen or tilting the device at the right time. Once you get the hang of it, you can go right ahead and claim your slice of Olympic glory! ■

sonia@mymobile.co.in

We tested it on the ***HTC One S***





RACE AND GRAB Good guys also drive fast

Most of the car chase or racing games tend to cast one in the role of a bad boy who keeps getting into street races and often is chased by the cops through out the city. Brutal Chase on Windows Phone however puts you in the role of a good guy although you still need to burn rubber. You play the role of a cop with a mean cruiser who chases and thrashes offenders thoroughly

The essence of the game is simple - you have a cruiser and there are various cities where you have to chase criminals. You start in New York and unlock other cities using the credits that you earn during the chase. You can also use the credits for buying upgrades for your car or even to buy a new car. The controls of the game are simple - there are two buttons one for brake and the other for turbo. Steering

the car can be done using the accelerometer of the phone. While [illegible] the criminals' points get deducted if you hit innocent passerbys with your cruiser [illegible] that can happen.

The graphics of the game [illegible] and the game itself did enough [illegible] engrossed, despite its [illegible] and grab formula. A [illegible] time waster. And it's [illegible]

sonia@mymobile.co.in

RATING 83%

We tested it on the ***Nokia Lumia 800***

TINY ROBOTS

RATING
80%

I, ROBOT Get into robotic mode, save the world

Tiny Robots is a Space Invaders clone and is all about robotic warfare. You play as a tank robot protecting the aforementioned seed from these alien robots, which come flying from above, attacking you with missiles and an assortment of weapons. Your task is to keep enemies at bay while defending the seeds of life, all of which are kept at the bottom of the screen. And be alert – for while you are fighting an alien ship like robot would suddenly come to take away these seeds. While it is not necessary to kill all invaders, you need to kill the ship that is trying to sneak away the seeds to survive. You have a total of three live and can get to use a special weapon by collecting three parts of it which attach to become one – you can also get new weapons using in app purchases. There are 60 levels for you to crack. All of which makes it one entertaining and addictive experience in the best Space Invaders tradition. We just wish we had more weapons in free mode, as the going gets really tough at the higher levels. Tiny Robots is available for free download from Google Play. ■

harshita@mymobile.co.in

We tested it on the ***Samsung Galaxy SII***

A CLEAN ACE! Tennis, the stick way

RATING 83%

Stick Sports have built a formidable following for themselves in the world of mobile gaming, thanks mainly to their supremely addictive Stick Cricket title, which has been a rage on computers and handsets alike because of its sheer simplicity. And the developers have tried to bring the same simplicity to tennis with Stick Tennis. The controls are predictably simple - the player does all the running for you and you just have to swipe your finger at the right time and in the right direction to be able to hit the ball while serving or to return a shot by your opponent. But while the game is easy to play, winning at it is not - we found ourselves caught up in a swiping frenzy as we hunted for that elusive winner - we would advise spending time in practice mode before venturing further.

Graphics are pleasant and adequate, very much on the lines of Stick Cricket. The game is available for free download, but playing in different modes and tournaments is controlled by in-app purchases. There is plenty here for both the tennis enthusiast as well as a casual follower of the sport - Stick Cricket has a worthy successor! ■

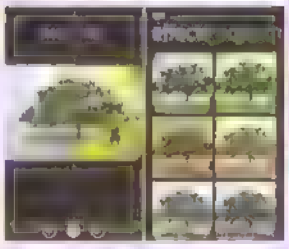
sonia@mymobile.co.in

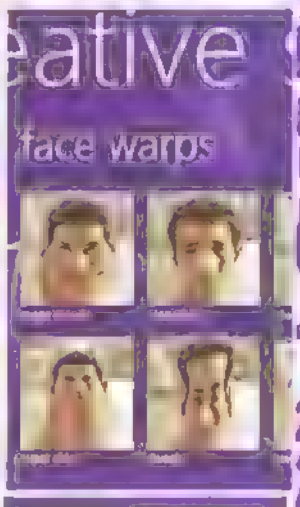
We tested it on the ***Apple iPad2***

VISUAL TREAT An app for video discovery

RATING 80%

We tested it on the HTC One S





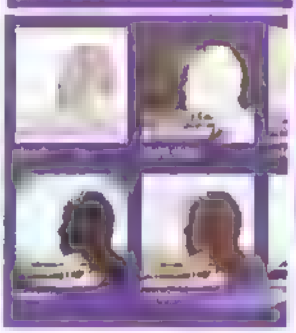


IMAGE TWEAKER An app for all those who wish to edit photos

Photography is not just about clicking beautiful photographs with your phone or camera, it is also about [illegible] dimension using some [illegible] when [illegible] another [illegible] basic editing. ■

sonia@mymobile.co.in

RATING 80%

We tested it on the ***Nokia Lumia 800***

TASTY MEMORIES

Notes for the foodie crowd

Evernote came into our lives long back offering some really innovative and convenient ways of making notes. And as the smartphones have evolved, it too has evolved and diversified into various forms. Now this app has donned the hat of a foodie friend in its new avatar. Evernote Food, available for free download from Google Play, the app lets you save memories of your experiences with food. For instance, if you see an interesting dish, all you need to do is create a note in the app, complete with pictures (even a gallery if you wish).

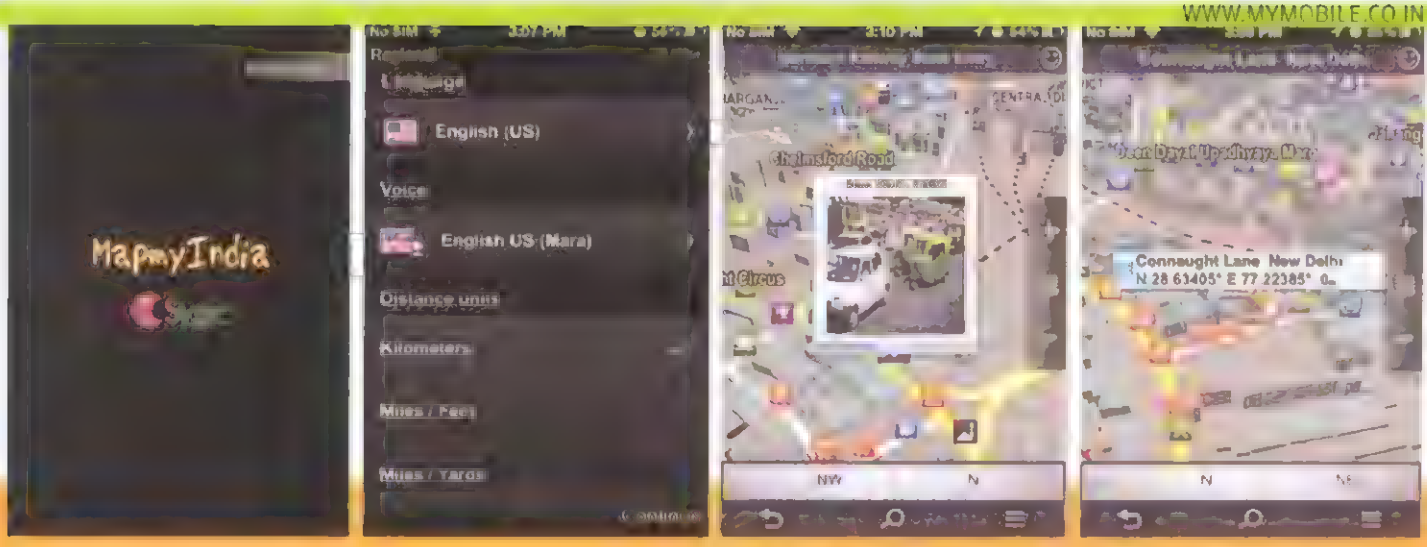
Add details like location, tags, titles along with the location of the note created on Google Maps and you have your own food [illegible] chosen it. Notes created can be shared with your friends, family and acquaintances via different social networks, Bluetooth, MMS and a plethora of media.

RATING 80%

To start the app you need to log in or register with Evernote and if you have used any version of the app before, all your notes get synced with your current app. While there is not much in terms of its usability, one can see foodies flocking it, thanks to its ease of use and connectivity. ■

sonia@mymobile.co.in

We tested it on the ***HTC One S***



GUIDING LIGHT

Making finding your way easy

Navigation is slowly but steadily gaining ground in India, especially in the urban regions where people are becoming techn savvy. One of the latest apps hoping to cash in on this demand for naviga tion is Sygic MapMyIndia GPS naviga tion which features 3D maps, voice guided navigation, city guides, points of interest, and a number of other features. Download the app, set your preferences and add information like region, language prefer ences, and measurement systems, and the app detects your location and you are all set to go places.

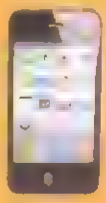
Literally. The apps helps you find places and points of interest and also get pedestrian or driving voice guided direction to your des tination. You can also set some places as favourites and set some routes to some daily destinations like your office and home.

RATING 83%

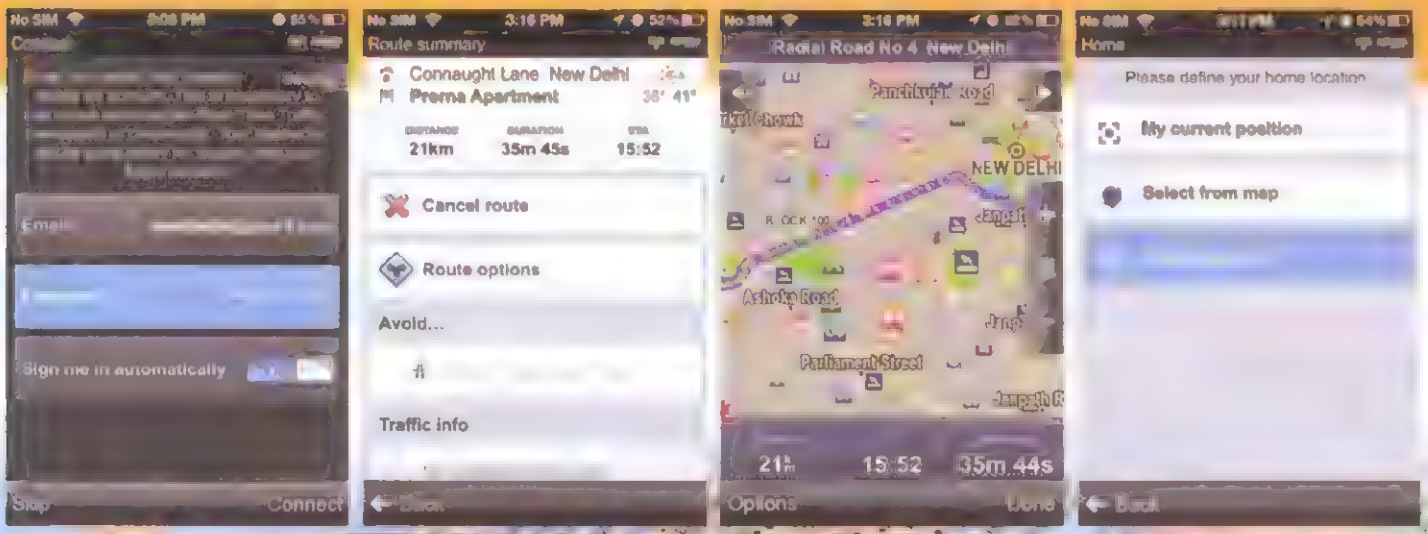
And you don't need an Internet connection to use navigation just GPS con nectivity will do. The app has a social angle too - you can see the pictures tagged to a par ticular place on the map, and you can share you location with comments and pictures for your friends to find

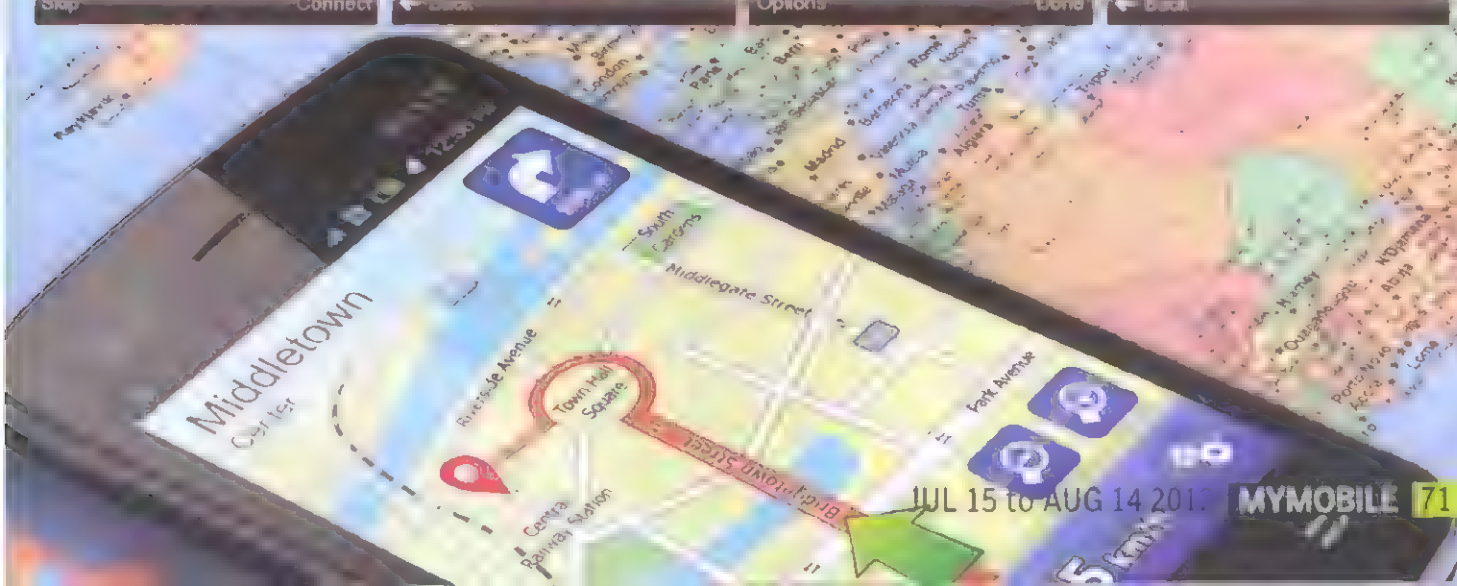
The app is a bit expensive for approx Rs 3,400 from the iTunes App Store, but we think it is a very good deal for those who struggle to find their way around in a city. ■

sonia@mymobile.co.in



We tested it on the ***Apple iPhone 4***





TV COMPANION Android brain box for your TV

Amkette's not new to the segment of multimedia hubs for televisions – remember the Flash TV, which could play media files from your computer and other storage devices on your TV? The company has now introduced the EvoTV, which claims to add a smart dimension to your television. The Evo TV is a good looking piece of machinery. As soon as one opens the box, the first thing you notice is the Nintendo WII like remote, which has motion sensors, and enables users to interact with the screen using the onscreen pointer and pressing a little button. The biggest change that can be seen is on the TV screen, which will sport the Android 2.3.4 once you connect the EvoTV to it.

Quite a few changes have been made to the interface, the panel view, also known as Evo View, is great for browsing content on screen. Users get a panel for almost everything. There is a games panel, a YouTube panel and a website panel. Users can access Google Play and download content, games and more. Yes, not all apps there are compatible with the EvoTV, but there is much that will keep users happy. Unlike other media hubs, Amkette has incorporated Indian content on EvoTV. Playing games is a lot of fun with the Evo Touch remote, but navigation can be a slight problem at times, although nothing really to put you off. It has a 4 GB SSD in-built storage with 512 MB RAM and an ARM Cortex A9 processor. It supports Full HD video resolution and has an HDMI port to connect to any HDTV, Wi-Fi, Ethernet and 3 USB ports, which support pen drives, external HDDs and USB keyboards. The EvoTV does add a new dimension to your TV. It is priced at Rs 9,995. ■

CLIP TO PLAY AND CALL A very handy Bluetooth accessory

Jabra has of late been coming out with devices that have innovative designs. Their new offering in the wireless segment, the Jabra Clipper, is on similar lines. Designed keeping in mind the style conscious, these Bluetooth headsets come in Tangerine Tango, Turquoise, New Pink and White. The Clipper comes in two parts- a headphone and a clip-on accessory with a microphone. The clip-on device can be attached to one's clothing or a bag (nothing too thick, though as it opens only to a maximum of 4 mm), and can then be paired with your phone and/or tablet – you can pair two devices at the same time. All you need to do then is to attach the headphones to the clip-on accessory using the 3.5 mm jack (you can use the accompanying pair of headphones or any other you like) and then sit back and listen to music and handle calls from your phone or tablet. Voice quality is excellent, as one would expect from a Jabra device, and the bundled headphones fit snugly into the ear to keep external sounds out. If you get a call while listening to music, you can take it by simply tapping the clip-on accessory - the music resumes once your call ends. The Clipper comes with US Military Grade rain and shock protection, which is just dandy considering the arrival of monsoons in India. We just wished its battery last longer - at five hours, it requires frequent recharges. It is priced at Rs 2,899. ■

Pros | Rain and Shock resistant. Works with any headset

Cons | Small distance connectivity. Battery life could have been better

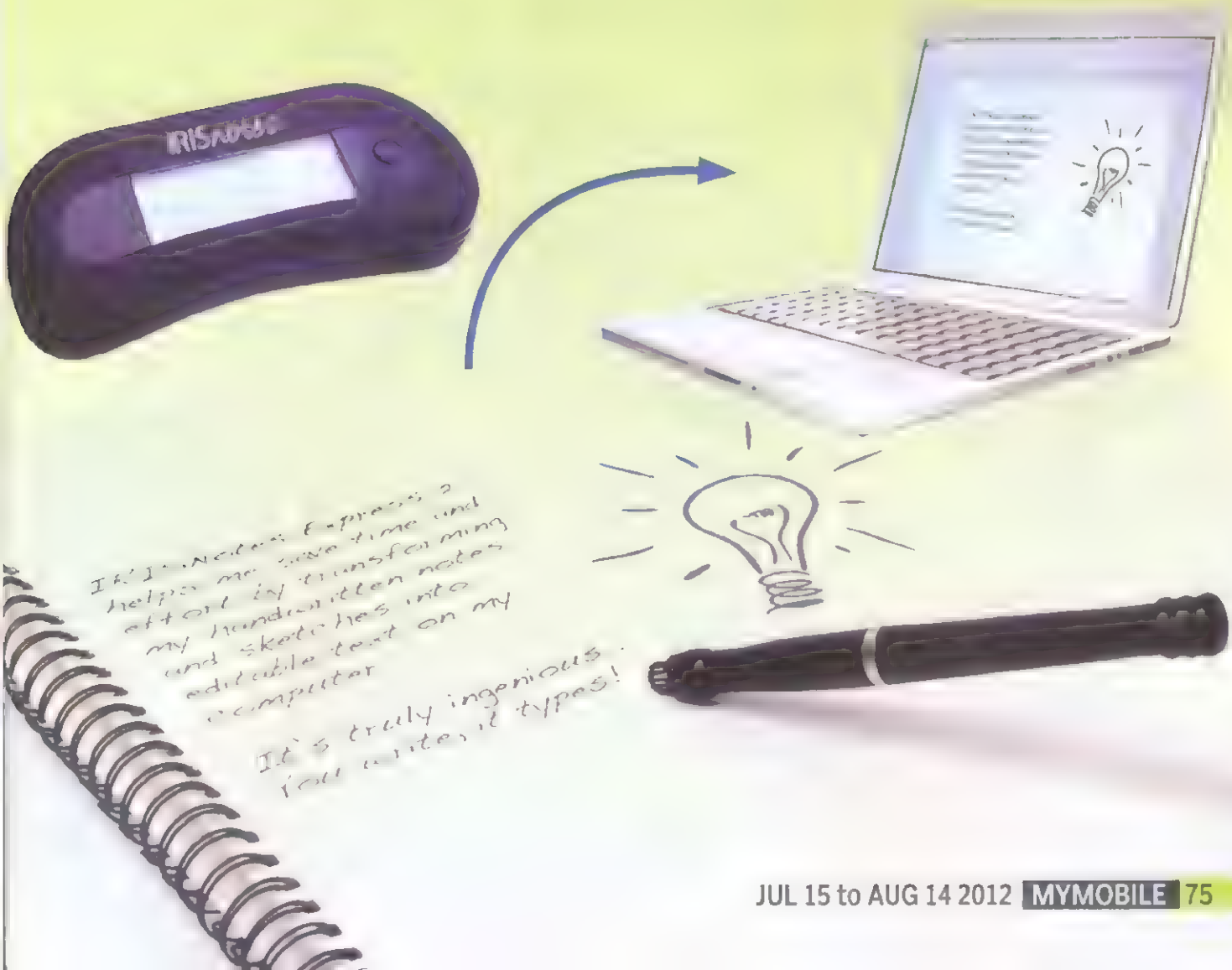
HEAR'S TO GAMING Just what every Xbox360 gamer needs

Sound is an essential part of gaming, be it professional or for pure enjoyment. Now, while there are many companies producing good headsets for the PC gamer, there are very few for consoles However, as console gaming gains popularity, manufacturers are beginning to come out with headphones to meet the needs of console gaming. One of these is Sennheiser which has come with the X320, a great pair of headphones, especially designed for gamers. The headset looks very neat indeed - it is clearly inspired by the Xbox 360's traditional colours and is clothed in black and bright green. For those gamers who need to constantly interact with each other in team matches, these headphones have a swivel down microphone as well. Though a bit heavy, they are comfortable to wear - the ear cups hug the ears nicely and do not let the ambient noise enter while playing. Sennheiser has always been good in the sound department, and the X320 does not disappoint, delivering very good output. Turn on the bass boost and you will hear the slightest of noise made by your enemy on the virtual playfield. The volume controls on the X320 help users to quickly tweak sound levels without going to the control panel. Another neat feature that impressed us is the Mute Function - as soon as one raises the microphone boom, the headphones mute them. At Rs 7,199, they do not come cheap, but these are a great pair of headphones. ■

THE WRITE LINE Write normally, store digitally

If you thought that keyboard had made your regular pen passe think again.. For your regular pen just got a nice twist to the tale. You store whatever you write on a piece of paper on to your computer without the need of a scanner. You can even turn your hand written notes to text by just clicking few buttons on your PC. Making all this happen is the IRISnotes Express 2, a digital pen that has a sensor in it. Whatever the user writes on a pad or a piece of paper gets stored in a special sensor unit that clips use front the top of the pad. This pen uses the usual ball point refill (three extra ones are supplied in the box). One just needs to turn on the sensor unit, attach it to the pad and start writing. If one wants to transfer the written material, just connect the sensor unit to a computer using the USB cable, install the provided software and transfer it.

A special handwriting to text software is also given that lets users convert their hand written material to text document. We tried this and this pen was 90-95 per cent accurate. The notes are not just limited to the transcript. If you are one of those who sketches or doodles a lot, and wants to save or share it, this pen can do that as well. Users can store upto 100 A4 pages on this pen. This pen recognises over 20 languages, but sadly Hindi is not one of them. Overall this pen is a good buy for students and people who want to save their work digitally. It is priced at Rs 7,425. ■



VIEWING COMPANION
A (Lime) box for media

Our country has been flooded with numerous media hubs in the past one year and the latest to enter the bazaar is Limebox from Portronics. The company is fairly new and is likely to face stiff competition from the likes of Archos and Asus. The build of Limebox is different from other media hubs in the market – while most players look like a set top box, this one looks like a small NAS (net work access storage) device. Limebox runs on Android 3.0 Honeycomb and comes with a pro vides the user with a number of interesting features. The device has 1GB memory. Speaking of memory, you can expand it via the two USB ports located at the back. Users can browse the Internet through two mediums – Ethernet and Wi-Fi. Our recommendation is to use Ethernet for flawless internet connectivity. Apart from surfing the Web, users can also browse YouTube videos.

Limebox can connect to any TV using the HDMI or the composite ports. It supports full HD resolution and videos did look impressive on TV, although we must confess that we thought that sound quality could have been better. Limebox supports popular video and audio formats, including the likes of MP4, MOV, AVI, MP3, WMA and FLAC. Overall this is a good media hub with some nice features. If only it were less expensive (it costs Rs 8,500), it would have been an excellent buy. ■

Pros | Android OS,

ed, wireless keyboard

Cons | Pr

ZOOMING STAR Fuji delivers a super zoom at a super price

Pros | [illegible] at this price, Decent [illegible]

Cons | Lag between pressing the shutter and taking photos, colour handling could have been better

A few years ago, we would have laughed at the [illegible] with an 18X optical zoom for less than Rs 15,000 - well, the Fujifilm Finepix S2980 delivers both those features at a price tag of Rs 13,999. The camera comes with a matte black plastic chassis with leather-like side panels for a tighter grip. It has a 3.0-inch LCD screen, a pop up flash light and several operating buttons given along the screen and at the top. And while the image quality is not the greatest that we have seen (the colours could have been better), it is more than adequate for a device at this price point - even zoomed in images looked good. The shutter release speed is relatively slow, which results in a bit of a lag from the time when you press the shutter to when the picture is actually taken something you need to factor in and get used to. The camera comes with the Motion Panorama feature which allows you to take three shots and stitch them together, as well as Face Detection and Image Stablisation, as well as several modes like Auto Program, Custom, and Shutter Priority. The camera can shoot HD video of decent quality as well. Not a bad deal at all for someone looking for a big zoom on a tight budget, although we wished it used a Lithium Ion battery rather than Alkaline ones ■

A POWERFUL SHOT Great value for money for shooters

Canon has been amazed us with beautiful cameras that are capable of taking superb images for years now and the latest addition to its illustrious PowerShot series is the A4000IS. The camera is available in four colours (red, blue, black and silver) - we got to play with the silver one. The form factor is like the usual point and shoot cameras from Canon, but is a bit on the heavy side. Rear keys are placed well and within reach. At the top users will find a large shutter release button as well as the power button. Users will also find a bright 3 inch LCD at the back. This A4000IS has a 16.0-megapixel sensor and comes with an 8X optical zoom. And it comes stacked with shooting modes to keep the photographer in you satisfied. For the beginner there are Auto and Live modes, while for those more versed in photography, there is the Program mode, where you can control most features of the camera such as ISO and white balance. Other modes include Low Light, Fisheye and Super Vivid. Images captured under the Auto and Live modes were great, with sharp pictures, albeit with some digital noise. Turning the ISO down, however, got rid of the noise. We were very impressed with the Super Vivid mode which served up good, vibrant images. This camera can also capture good videos in HD (720p) mode and is priced at Rs 11,995, making it great value for money. ■

"Lots needs to be done beyond cricket and Bollywood"

handygo has emerged as one of the leading providers of software and system enabling mobile VAS in the country, with a number of innovative solutions. We met Dipanker Mukherjee, COO, handygo Technologies, to talk about the future of MVAS in the country, and also about the company's latest product **Heena Jatav**

We are hearing a lot about your offering, RockASAP. Do tell us more about it. RockASAP.com is India's first Mall-on-Mobile. It will enable mobile users to shop for their favourite brands products under one roof through their mobiles anywhere, anytime. Shopaholics can now shop for a host of products including gadgets, e-books, health and beauty products and more by just logging onto RockASAP.com on their mobiles/tablets or on their computers. RockASAP.com's search engine empowers users to search from over 5000 products in various categories, select the product and place the order through a secure payment gateway or opt for a cash on delivery option. The product will be delivered at their door step within three days. This application is available on GPRS-enabled mobile handsets and is also offered as an IVR service.

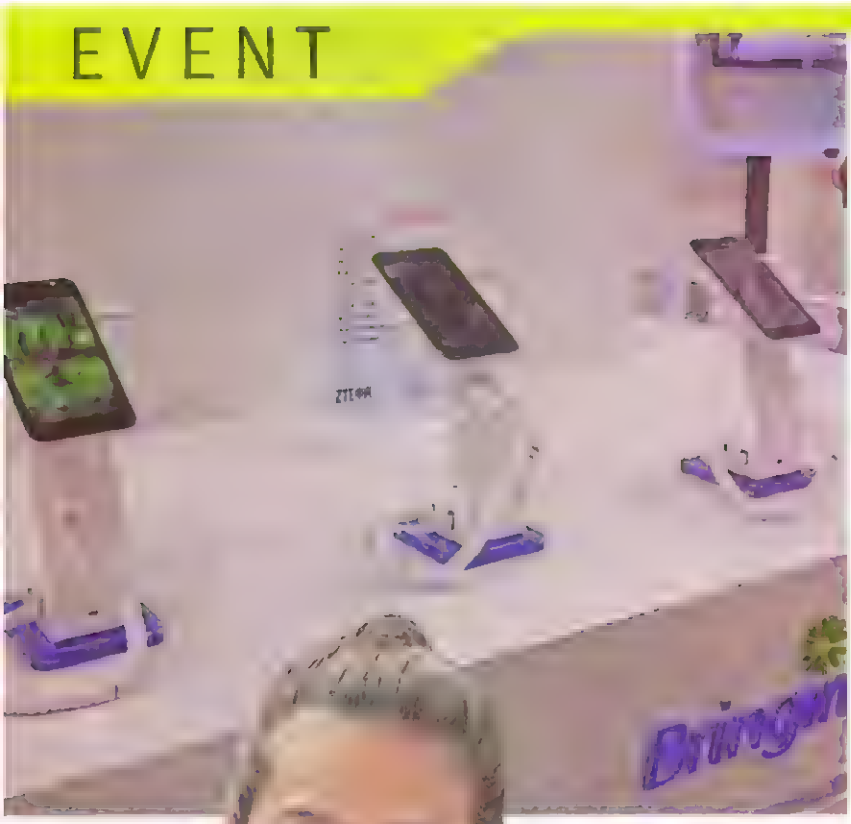
What are your expectations from RocKASAP? 'Online shopping' is going to grow and without a doubt, the mobile is the device of the future. The size, scope and future of MVAS and M-transactions in India have grown immensely after the advent of 3G and 4G technologies. We all are aware that the Indian population is dominated by people from the age group of 20-35, 'the generation on the go' which reads, writes, reacts, networks, shops, all on the go. We are trying to tap this opportunity by bringing in a shopping experience in digital format

What about your service, Behtar Zindagi? Behtar Zindagi is an IVR-based solution, focused on the upliftment of rural society in a range of areas such as agriculture, mandi rates, health and education. With the Government also laying emphasis on the spread of mobile services in the rural regions, handygo has pioneered M-governance, M-health, M-agriculture, M-commerce, M-education, M-entertainment and other services through Behtar Zindagi. The service is now available in 18 different languages which reduces the language barrier. Behtar Zindagi service is available for farmers 24x7 and 365 days of the year.

So far how many registered users do you have on Behtar Zindagi? From where can people access it? Behtar Zindagi IVR has a phenomenal response. Since the day of its launch in 2009, the product has received over 10 million queries. The service can simply be accessed by dialing the number 556780 (toll free) from mobile (code is same for all Telecom operator) and register themselves for Behtar Zindagi. It is an IVR based service, so once a user has been registered, they can choose their preferred language and go on exploring information they are looking for, whether they wish to know about mandi rates, weather, or crops by pressing the desired number, from the options given.

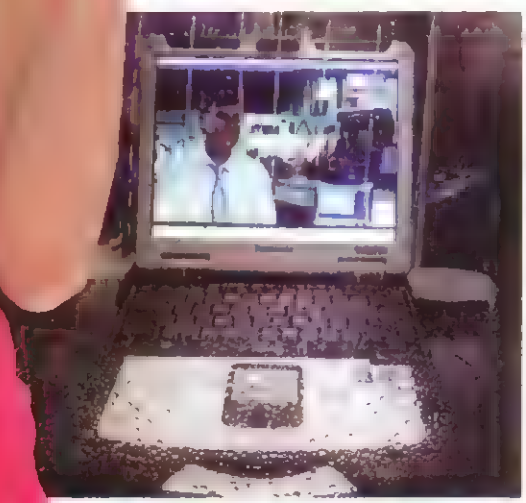
So far, mainly Bollywood and cricket centric apps and services have succeeded in India. Do you see this changing? Bollywood and cricket play an important role in people's lives but people are also seriously looking for specific information, value for money and useful product content which can help them improve their lifestyle. There are huge opportunities and lots needs to be done beyond cricket and Bollywood. ■

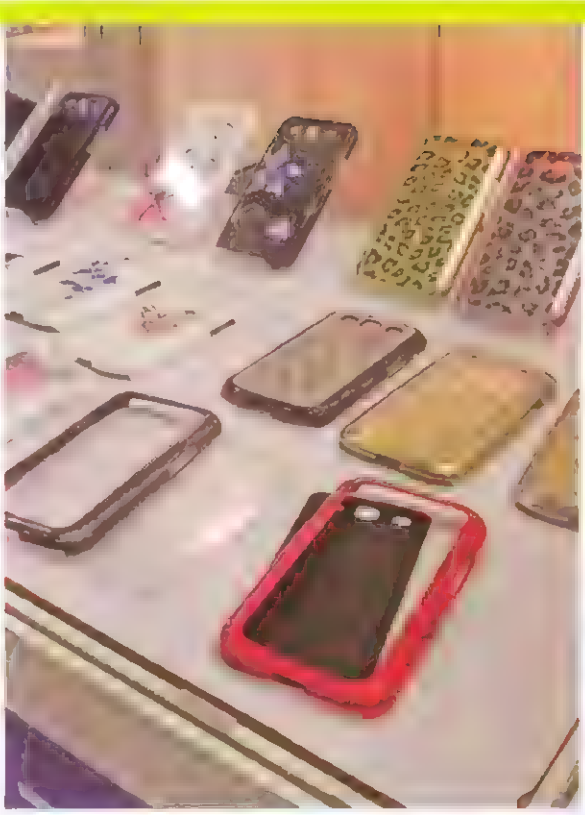
heena@mymobile.co.in



Communic

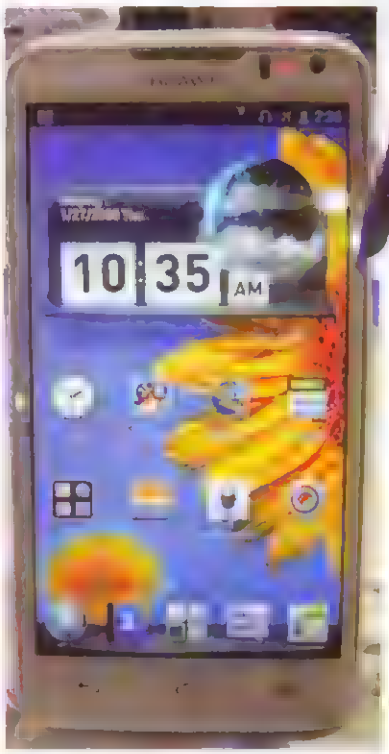
Like every year this year too, solutions and futuristic products that can to stay connected in our daily lives. A Marina Bay Sands, Singapore where Asia's was held **Sonia Sharma**





Asia 2012

CommunicAsia sizzled with innovative truly change the way we use technology glimpse of some magic moments from largest ICT exhibition and conference



GEAR GUIDE

Disclaimer: The prices have been obtained from companies/ respective showrooms

Nokia Monster Earphone | WH920
The in-ear design of the set isolates external noise to ensure enriched music experience. The earphones have volume controller built in to its cord.
Rs 5,110

Nokia Fast Micro-USB Charger | AC-10E
Save energy and save the environment. Based on a common energy-rating system for chargers, it has a 5-star rating for energy saving.
Rs 950

Nokia Bluetooth Headset | BH-607
This headset enables you to be connected with little charging. It just requires 15 minutes of charging, giving you up to 5 hours of talk time.
Rs 4,500

Nokia Bluetooth Headset | BH-105
This headset enables you to answer, end and reject calls with the convenient built in keys. It has an eye catching design
Rs 950

Nokia Bluetooth Headset BH-213
With Nokia Bluetooth Headset BH-213 talk at length. Keep it ready to use with up to 400 hours of standby time
Rs 3,110

Nokia Bluetooth Stereo Headset | BH-905i
This Stereo headset has an option of active noise cancellation. With this you can hear your music and calls with low noise and great sound.
Rs 3,500

Nokia Play | 360°
Enjoy clear 360-degree audio for your music with Nokia Play 360° (MD-50W). The curved design case brings a modern look and feel.
Rs 9,300

Nokia Bluetooth Headset | BH-108
Nokia Bluetooth Headset BH-108 helps you to stay in control with just one touch. Check your email, browse the web or write a quick note - this wireless headset gives you the freedom to multitask.
Rs 950

Nokia Bluetooth Stereo Headset | BH-505
Bluetooth Headset BH-505 keeps you active and entertained. The headset features a lightweight neckband for all day comfort.
Rs 3, 940

Delhi but may vary on account of dealer discretion/company schemes.

Nokia Extra Power | DC-8
If you're on the road and away from an AC supply, you can get peace of mind with a reliable, pocket-sized source of backup power.
Rs 1,540

Nokia Extra Power | DC-11
Power-up your phone and headset while on the go Charge the power pack, your phone and an accessory at the same time.
Rs 2,570

Nokia Retractable Car Charger | DC-10
With Nokia Retractable Car Charger DC-10 charge your phone in the car.
Rs 950

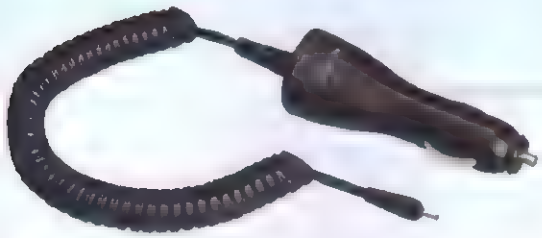
Nokia Monster Headset | WH 930
This Nokia headset boasts of some high end features that are not to be seen in any other headsets available in the market.
Rs 11,420

Nokia Stereo Headset | WH-[illegible]
It helps to control your calls and music in a world of sound. It features three sets of comfortable ear pads and an integrated remote for controlling volume, calls, and music.
Rs 1,390

Nokia Mini Speaker | MD-11
Play your music and listen to the radio out loud with this compact, yet powerful mini speaker. You can connect mini speaker for quality stereo surround sound.
Rs 1,190

Nokia Extra Power | DC-11K
Charge two devices at the same time. It is extra compact and lightweight and offers a quick boost of power.
Rs 2,400

Nokia Bluetooth Headset | BH-104
With Nokia Bluetooth Headset BH 104 you can stay on top of your calls and enables convenient wireless communication throughout the day
Rs 1,050



Nokia Car Charger | DC-4
Simple and compact, this mobile phone charger offers rapid phone charging from a car cigarette lighter socket.
Rs 240

MY GUIDE

Disclaimer:
The prices quoted in *My Guide* are the Best Buy prices quoted by the respective companies, ex-Delhi. The prices may vary on account of promotional schemes or dealer discretion. M.O.P. mentiond in My Guide are not applicable in Madhya Pradesh and Maharashtra.

While *My Mobile* tries to ensure accuracy in the pricing and features any discrepancies that may emerge are beyond our control. Please check with the retailer about features of the phone before buying. The ratings that have been included are from the burn tests of the phones that we have reviewed Feel free to update us.
(Last updated on Jul 3, 2012)

NOKIA

MODELS

PARAMETERS	NOKIA						
Model	1280	100	101	X1-01	C1-01	110	C2-00
Dimension (mm)	107.2 x 45.1 x 15.3	110 x 45.5 x 14.9	110 x 45.5 x 14.9	112.2 x 47.3 x 16	108 x 45 x 14	110 x 46 x 14.8	108 x 45 x 14.65
Weight (grams)	81.92	70	69.6	91.5	78.8	80	74.1
Talktime/Standby (hours)	8.30/528	7.2/840	7.2/840	13/1032	10.4/540	10.5/637	5.75//460
Screen (colours)/Size (inch)	Monochrome/1.36	65,536/1.8	65,536/1.8	65,536/1.8	65,536/1.8	65,536/1.8	65,536/1.8
Inbuilt/Expandable memory	NA/No	NA/No	NA/No	NA/16GB	64MB/32GB	64MB/32GB	16MB/32GB
Bluetooth/Wi-Fi	No/No	No/No	No/No	No/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	No/No/No	No/No/No	No/No/No	No/No/No	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes
Phonebook Capacity	500	500	500	500	1,000	1000	1,000
Frequency/Dual SIM	Dual Band/No	Dual Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	No/No/No	No/No/No	No/No/No	No/No/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No
Operating System	Symbian S30	S30	S30	S30	Symbian S40	S40	Symbian 40
Music Player/FM Radio	No/Yes	No/Yes	No/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	84	NR	NR	84
Price in Rs.	960	1,125	1,440	1,750	1,850	2,200	2,300

MODELS

PARAMETERS	NOKIA						
Model	C2-02	X2-02	X2-01	C2-03	C2-01	Asha 200	202
Dimension (mm)	102.8x51.2x17	113 x 50 x 15	119.4 x 59.8 x 14.3	103 x 51.4 x 17	109.6 x 46.9 x 14.6	115.4 x 61.1 x 14	114.8 x 49.8 x 13.9
Weight (grams)	110	71	107.5	115	89	105	90
Talktime/Standby (hours)	5/600	9.8/443	4.3/480	5/400	8.4/430	7/888	5/400
Screen (colours)/Size (inch)	65,536/2.6	262,144/2.2	262,144/2.4	65,536/2.6	262,144/2.0	65,536/2.4	262,144/2.4
Inbuilt/Expandable memory	10MB/32GB	10MB/32GB	128MB/8GB	10MB/32GB	75MB/16GB	NA/32GB	10MB/32GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	2.0MP/No/Yes	2.0MP/No/Yes	VGA/No/Yes	2.0MP/No/Yes	3.15MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	1,000	Shared	Shared	1,000	2,000	Shared	1,000
Frequency/Dual SIM	Dual Band/No	Dual Band/No	Quad Band/No	Yes/Yes/HSDPA,HSUPA	Quad Band/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/R99	Yes/Yes/No	Yes/Yes/No
Operating System	S40	S40	Symbian S40	Symbian S40	S40	Symbian S40	S40
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Slider/Yes/No	Bar/No/No	Bar/No/Yes	Slider/Yes/No	Bar/No/No	Bar/No/Yes	Bar/Yes/No
Burn test Rating	NR	NR	82	76	NR	80	NR
Price in Rs	3,250	3,260	3,500	3,750	3,800	3,800	3,900

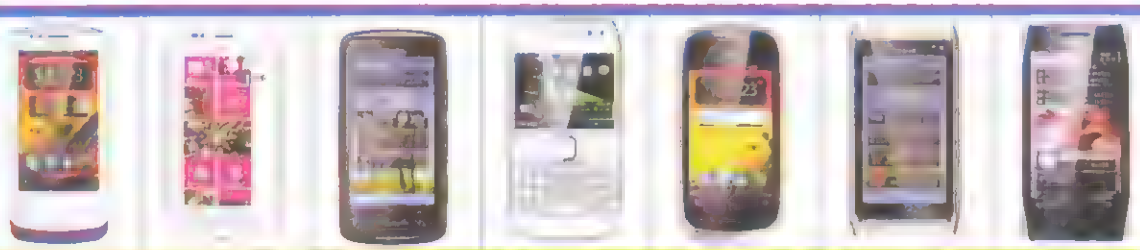
MODELS

PARAMETERS	NOKIA						
Model	X2	300	C5-05	302	C3	C5	X3-02
Dimension (mm)	111 x 47 x 13.3	112.8 x 49.5 x 12.7	105.8 x 51 x 13.8	116.5 x 55.7 x 13.9	115.5 x 58.1 x 13.6	112 x 46 x 12.3	106.2 x 48.4 x 9.6
Weight (grams)	82	85	93	99	114	89.3	78
Talktime/Standby (hours)	13.3/540	6.9/550	11.5/620	9/707	7/800	12/630	5/430
Screen (colours)/Size (inch)	262,144/2.2	262,144/2.4	16million/3.2	262,144/2.4	262,144/2.4	16.7million/2.2	262,144/2.4
Inbuilt/Expandable memory	48MB/16GB	128MB/32GB	40MB/16GB	128MB/32GB	55MB/8GB	50MB/16GB	50MB/16GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/No/Yes	2.0MP/No/Yes	3.2MP/No/Yes	2.0MP/No/Yes	5.0MP/Yes/Yes	5.0MP/No/Yes
Phonebook Capacity	1,000	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA
Operating System	Symbian S40	S40	S40	S40	Symbian S40	Symbian S60	Symbian S60
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Bar/No/Yes	Bar/No/No	Bar/Yes/No
Burn test Rating	84	82	NR	NR	NR	NR	84
Price in Rs.	4,810	5,800	5,800	6,200	6,450	7,200	7,200

MODELS

PARAMETERS	NOKIA						
Model	303	C5-03	E5	500	C6	Lumia 610 NEW	603
Dimension (mm)	116.5 x 55.7 x 13.9	105.8 x 51 x 13.8	115 x 58.9 x 12.8	111.3 x 53.8 x 14.1	113.4 x 53 x 16.8	119.24 x 62.18 x 11.95	113.5 x 57.1 x 12.7
Weight (grams)	99	93	126	93	150	131.5	109.6
Talktime/Standby (hours)	8.2/731	11.5/600	7.3/400	7/500	11/400	10.5/670	8.7/540
Screen (colours)/Size (inch)	262,144/2.6	16million/3.2	262,144/2.36	16million/3.2	16.7million/3.2	16million/3.7	16.7mollion/3.5
Inbuilt/Expandable memory	100MB/32GB	40MB/16GB	256MB/32GB	2GB/32GB	200MB/16GB	8GB/No	NA/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	3.2MP/No/Yes	5.0MP/No/Yes	5.0MP/Yes/Yes	5.0MP/No/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	S40	Symbian S60	Symbian S60	Symbian Anna	Symbian S 60	MS Win Phone 7.5	Symbian Belle OS
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/Yes	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Slider/Yes/Yes	Bar/Yes/Yes	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR	NR	80
Price in Rs.	7,500	8,200	8,800	9,250	10,500	12,300	12,900

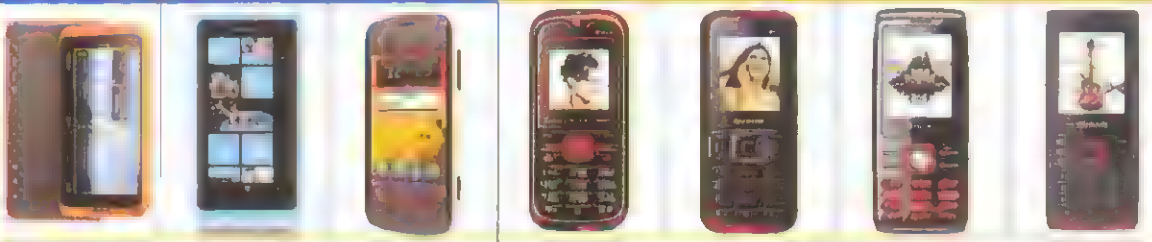
MODELS



PARAMETERS	NOKIA						
Model	700	Lumia 710	C6-01	E6	701	N8	X7
Dimension (mm)	110 x 50 x 9.7	119 x 62.4 x 12.5	103.8 x 52.5 x 13.9	115.5 x 59 x 10.5	117.2x56.8x11	113.5 x 59 x 12.9	119.7 x 62.8 x 11.9
Weight (grams)	96	125.5	131	133	131	135	146
Talktime/Standby (hours)	7.14/403	7.3/400	12/420	14.4/681	17/504	12/390	6.450
Screen (colours)/Size (inch)	16million/3.2	16million/3.7	16.7milloin/3.2	16.7million/2.46	16mill on/3.2	16.7milton/3.5	16.7million/4.0
Inbuilt/Expandable memory	2GB/32GB	8GB/No	340MB/32GB	8GB/32GB	8GB/32GB	16GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	12.0MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Symbian Belle	Windows Phone 7.5	Symbian^3	Symbian Anna	Symbian Belle	Symbian^3 OS	Symbian Anna
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82	82	NR	80	80	86	84
Price in Rs.	13,500	13,900	14,000	16,000	17,750	18,100	20,800

SUB-ENTRY LEVEL

MODELS

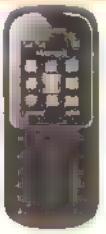


PARAMETERS	NOKIA			BYOND			
Mode	E7	Lumia 800	808 PureView	BY 809	BY120+	BY 255	BY009
Dimension (mm)	123.7 x 62.4 x 13.6	116.5 x 61.2 x 12.1	123.9 x 60.2 x 13.9	107 x 46.3 x 14.7	110 x 46 x 14	110.7 x 47.5 x 12.5	111 x 41.7 x 14.5
Weight (grams)	176	142	169	90	120	120	120
Talktime/Standby (hours)	9/430	13/265	11/465	4/240	10/480	4/192	10/240
Screen (colours)/Size (inch)	16million/4.0	16million/3.7	16million/4.0	NA/1.5	NA/1.5	NA/2.0	NA/2.0
Inbuilt/Expandable memory	16GB/No	16GB/No	16GB/32GB	NA/2GB	NA/2GB	NA/4GB	1016KB/4GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	NA/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	8.0MP/Yes/Yes	8.0MP/Yes/Yes	41.0MP/Yes/Yes	NA	VGA/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	100	1,000	500	1,000
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	No/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	Symbian^3 OS	Windows Phone 7.5	Nokia Belle OS	NA	NA	Proprietary	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	NA/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Slider/Yes/Yes	Bar/Yes/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	76	82	82	NR	NR	NR	NR
Price in Rs.	20,800	22,000	32,500	1,249	1,799	2,099	2,399

MODELS

PARAMETERS	CHAZE					KARBONN	
Model	123	Jewel	C555	C666	C249	K 486	K9
Dimension (mm)	109 x 47 x 15.6	118.6 x 51 x 15.6	117 x 53 x 13.7	121 x 56 x 13	116 x 50 x 13	109 x 47.8 x 14	115 x 50 x 15.5
Weight (grams)	91	103	121	123	92	80	112
Talktime/Standby (hours)	9/720	9/720	9/720	7/600	7/600	5/500	6/300
Screen (colours)/Size (inch)	65,536/1.8	262,144/2.4	262,144/2.6	262,144/2.8	262,144/2.4	65,536/2.0	262,144/2.4
Inbuilt/Expandable memory	45KB/4GB	187KB/8GB	428KB/8GB	233KB/8GB	45KB/8GB	32MB/8GB	NA/8GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	1.3MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	VGA/No/Yes	1.3MP/No/Yes
Phonebook Capacity	250	500	500	500	1,500	300	1,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,350	1,850	1,950	2,100	2,200	1,800	2,100

MODELS

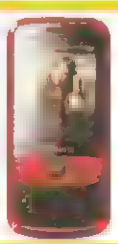
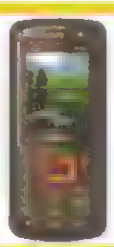


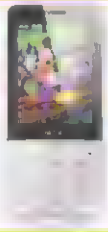
PARAMETERS	LAVA				LECOM		
Model	ARC21	KKT 34+	3100	8200	8202	8222	8500
Dimension (mm)	110 x 46 x 14.65	113.5 x 51.2 x 16	106 x 45 x 14.6	112.7 x 49.5 x 14.8	110 x 48 x 13.1	114 x 48 x 13.8	116.5 x 50.5 x 14.9
Weight (grams)	81.4	95	75	85	100	89	110
Talktime/Standby (hours)	3/120	12/720	3.3/NA	4.3/NA	3.2/NA	5/NA	8.3/NA
Screen (colours)/Size (inch)	65,536/1.8	262,144/2.4	NA/1.8	NA/2.2	NA/2.2	262,144/2.2	NA/2.4
Inbuilt/Expandable memory	250KB/8GB	NA/8GB	NA/8GB	NA/8GB	NA/8GB	NA/8GB	NA/32GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	No/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	No/NoNo	VGA/No/Yes	Yes/No/No	Yes/No/Yes	Yes/No	Yes/No	Yes/No
Phonebook Capacity	500	1,000	300	300	300	300	300
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,820	2,200	999	1,630	1,880	1,930	1,990

MODELS

PARAMETERS	LECOM		LG		MTECH		
Model	8585	8555	A 230	C105	ALPHA	M135	M78
Dimension (mm)	116.8 x 50 x 14.8	117 x 51.3 x 13.6	108.6 x 46.6 x 13.8	114.5 x 59 x 13	104.2 x 47 x 15.8	117 x 53 x 15.5	112 x 49 x 16
Weight (grams)	110	100	80	94	75	84	110
Talktime/Standby (hours)	8.3/NA	5/NA	17/809	16/650	10/960	8/720	8/720
Screen (colours)/Size (inch)	NA/2.4	NA/2.4	262,144/1.77	262,144/2.2	NA/1.8	262,144/2.4	NA/2.4
Inbuilt/Expandable memory	NA/8GB	NA/32GB	25MB/8GB	4.7MB/4GB	NA/8GB	32MB/8GB	NA/16GB
Bluetooth/W -Fi	Yes/No	Yes/No	No/No	Yes/No	No/No	Yes/No	Yes/No
Camera/Flash/Video	Yes/NA	Yes/No	1.3MP/No/Yes	1.3MP/No/Yes	Yes/No/Yes	Yes/Yes/Yes	1.3MP/No/Yes
Phonebook Capacity	300	300	1,000	1,000	500	1,000	1,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Quad band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No	No/No/No	Yes/No	Yes/No/No
Operating System	NA	NA	NA	Genric	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/Yes	Bar/No/No	Bar/No/No	Bar/NO/No
Burn test Rating	NR	NR	NR	NR	NR	NR	78
Price in Rs.	2,099	2,399	2,375	2,400	1,149	1,799	1,749

MODELS



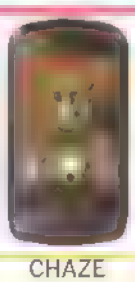
PARAMETERS	MTECH	REDD					
Model	M18i	R1200i	R1670	R6800	R24	A9	HD88
Dimension (mm)	118.5 x 55 x 14.7	105.7 x 45.5 x 15.6	107 x 43.6 x 17.3	108 x 44.6 x 17.3	NA	116 x 53 x 12.3	114.5 x 50 x 15.4
Weight (grams)	85	82	90	90	95	94	94
Talktime/Standby (hours)	8/720	6/240	12/720	12/720	12/720	10/620	10/620
Screen (colours)/Size (inch)	262,144/2.6	65,536/1.8	65,536/1.8	262,144/2.0	262,144K/2.4	262,144K/2.6	262,144/2.4
Inbuilt/Expandable memory	32MB/8GB	NA/4GB	NA/4GB	NA/4GB	NA/8GB	NA/8GB	NA/8GB
Bluetooth/Wi-Fi	Yes/No	No/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	Yes/Yes/Yes	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes	1.3MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	1,000	1,000	500	500	1,000	500	1,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	NA	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	82	NR
Price in Rs.	1,849	999	1,399	1,499	1,649	1,840	1,949

ENTRY LEVEL

MODELS

PARAMETERS	SAMSUNG				SPICE		BYOND
Model	1200	1205	Hero Music	E2232	M5115	M-5445	BY 260
Dimension (mm)	109.5 x 45.5 x 12.8	109.5 x 45.5 x 12.8	110.6 x 45.35 x 13.9	109.2 x 46.0 x 14.9	107 x 45 x 13	118 x 49 x 11.3	110 x 49 x 11
Weight (grams)	65.1	65.1	73.2	79	74	87	120
Talktime/Standby (hours)	8.6/800	8.6/800	11.1/580	NA/500	4/500	4.5/400	4/240
Screen ,colours)/Size (inch)	65536/1.5	65536/1.5	65,536/1.8	65,536/1.77	65,536/1.77	262,144/2.4	NA/2.2
Inbuilt/Expandable memory	32,64MB/No	32,64MB/No	4MB/4GB	20MB/8GB	NA/8GB	NA/8GB	NA/16GB
Bluetooth/Wi-Fi	No/No	No/No	Yes/No	Yes/No	No/No	Yes/No	Yes/No
Camera/Flash/Video	No/No/No	No/No/No	No/No/No	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes	2.0MP/No/Yes
Phonebook Capacity	100	100	1,000	1,000	500	1 000	1,000
Frequency/Dual SIM	Dual Band/No	Dual Band/No	Dual Band/GSM+GSM	Dual Band, GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+CSM	Dual Band, GSM+GSM
GPRS, EDGE/3G	No/No/No	No/No/No	Yes/Yes/No	Yes/No/No	No/No/No	Yes/No/No	Yes/No/No
Operating System	Proprietary	Proprietary	Proprietary	Properitory	NA	NA	Proprietary
Music Player/FM Radio	No/Yes	No/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T Screen/QWERTY	Bar/No. No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	**1,150**	**1,250**	**1,700**	**2,100**	**1,100**	**1,900**	**2,899**

MODELS



PARAMETERS	BYOND			CHAZE			KARBONN
Model	BY011	BY007	Gamestar	C234	C333	C99	K44
Dimension (mm)	116.7 x 50 x 14.8	111 x 47 x 14.5	114.3 x 45.5 x 13.6	118 x 52 x 13	114 x 62 x 13.8	110 x 55 x 13	95.5 X 46 X 16.8
Weight ,grams)	125	120	100	121	117	114	NA
Talktime/Standby (hours)	13/600	10/480	4/400	5/NA	6/NA	5/480	2.5/190
Screen (colours)/Size (inch)	NA/2.2	NA/2.2	NA/2.4	262,144/2.4	262,144/3.2	262,144, 3.2	262,144, 2.4
Inbuilt/Expandable memory	1016.5KB/4GB	1016KB/4GB	319.5KB/8GB+8GB	123KB/8GB	233KB/8GB	1.96MB/8GB	64MB/4GB
Bluetooth/W-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	1.3MP/No/Yes	3.2MP/No/Yes	2.0MP/No/Yes	1.3MP/No/Yes	3.2MP/Yes/Yes	1.3MP/No/Yes	VGA/No/Yes
Phonebook Capacity	1,000	1.000	1,000	1,000	2,000	2.000	350
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+CSM	Dual Band, GSM+CSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No
Operating System	Proprietary	Proprietary	Proprietary	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Candybar/No/No
Burn test Rating	NR	NR	78	NR	NR	NR	NR
Price in Rs.	**2,899**	**2.999**	**3,299**	**2,500**	**2,850**	**2.850**	**2,600**

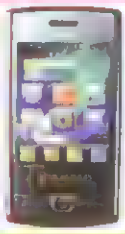
MODELS

PARAMETERS	KARBONN			LAVA			
Model	K33	K1818	K1616	KKT39	A10	A16	M70
Dimensions (mm)	15.8 x 51.5 x 107	106.6 x 54.3 x 12.7	116 x 61 x 12	116 x 47 x 11.5	NA	120 x 47.5 x 13.1	NA
Weight (grams)	80	95	135	80.5	105	100	110
Talktime/Standby (hours)	4/300	4/500	6/312	10/NA	NA	3.1/220	NA
Screen (colours)/Size (inch)	262,144/2.4	262,144/3.2	262,144/3.5	262,144/2.2	262,144/3.0	262,144/2.6	262,144/3.2
Inbuilt/Expandable memory	95KB/8GB	Yes/8GB	Yes/8GB	NA/16GB	200MB/16GB	32MB/MicroSD	30MB/32GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	2.0MP/No/Yes	3.2MP/No/Yes	3.2MP/No/Yes	VGA/No/Yes	3.2MP/Yes/Yes	3.2MP/No/Yes	5.0MP/Yes/Yes
Phonebook Capacity	1,000	2,000	2,000	500	2,000	2,000	2,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/No/No	Yes/No/No	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No
Operating System	NA	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Slider/No/No	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/Yes/No	Bar/No/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR	82	NR
Price in Rs.	3,000	3,700	4,700	2,700	3,800	3,900	4,750

MODELS

PARAMETERS	LG						
Model	A200	A350	A290	S365	T500	T515	C375
Dimensions (mm)	99.8 x 51 x 15.8	116 x 53.3 x 12.85	113.5 x 51 x 13	117 x 50.9 x 11.5	105 x 57.3 x 12.9	105 x 57.3 x 12.9	113 x 61 x 12.9
Weight (grams)	95	91.45	92	NA	93	105	NA
Talktime/Standby (hours)	NA	12.5/328	25/NA	14.5/559	8/720	NA/NA	16/789
Screen (colours)/Size (inch)	65,536/2.2	262,144/2.2	65,536/2.2	NA/2.4	262,144/2.9	262,144/2.8	262,144/2.3
Inbuilt/Expandable memory	128MB/8GB	256MB/32GB	NA/4GB	9.7MB/16GB	NA/8GB	NA/4GB	78MB/8GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes
Camera/Flash/Video	2.0MP/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	NA	1,000	1,000	1,000	NA	NA	NA
Frequency/Dual SIM	Quad Band/No	Dual Band/GSM+GSM	Quad Band/GSM+GSM+GSM	Dual Band/GSM+GSM	Quad Band/No	Quad Band/NA	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No
Operating System	Generic	Generic	NA	Generic	Generic	Generic	Generic
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Slider/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes
Burn test Rating	NR	84	NR	NR	NR	NR	NR
Price in Rs.	3,700	3,950	4,000	4,050	4,200	4,700	4,700

MODELS



PARAMETERS	LG		MICROMAX		MOTOROLA		
Model	P520	T310i	X333	X450	EX109	EX212	EX119
Dimension (mm)	109.1 x 56.2 x 12.95	95.8 x 51.0 x 11.9	103.65 x 57.2 x 13.35	116.7 x 52 x 20.3	102 x 59.5 x 12.8	106 x 53 x 13.9	103 x 60 x 9.9
Weight (grams)	120	86.5	NA	110	87	105	87
Talktime/Standby (hours)	23.8/454	14/569	3/200	4/315	8.3/500	6.25/625	8.3/680
Screen (colours)/Size (inch)	256,000/2.8	262,144/2.8	65,526/2.8	262,144/2.0	262,144/2.0	262,144/2.4	262,144/2.4
Inbu lt/Expandable memory	13MB/4GB	18MB/4GB	75KB/8GB	Yes/8GB	59MB/32GB	5MB/16GB	50MB/32GB
Bluetooth/Wi-Fi	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes
Camera/Flash/V.deo	2.0MP/No/Yes	2.0MP/No/Yes	VGA/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	3.15MP/No/Yes
Phonebook Capacity	1,000	1,000	500	250	200	800	1,000
Frequency/Dual SIM	Dua Band/GSM+GSM	Quad Band/No	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Quad Band/GSM+GSM	Dual Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/No	Yes/No/No	Yes/No/No	Yes/Yes/No	Yes/No/No	Yes/Yes/No
Operating System	NA	NA	NA	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/No/Yes	Clamshell/No/No	Bar/Yes/Yes
Burn test Rating	84	NR	NR	NR	NR	NR	NR
Price in Rs.	5,000	5,200	2,850	2,899	3,300	4,600	5,000

MODELS

PARAMETERS	SAMSUNG						
Model	E2152 Guru 36	Metro 2252 NEW	2222	Metro Duos C3322	3213	3520	Ch@t C3222
Dimension (mm)	111.6 x 46.3 x 13.5	113.0 x 46.0 x 13.9	109.5 x 61.3 x 11.85	113.97 x 47.9 x 13.99	112.8 x 46.4 x 13.2	102 x 52 x 16.78	109.7 x 58.1 x 12.3
Weight (grams)	80.4	79	90	88.9	80.6	97.5	95
Ta ktime/Standby (hours)	11/660	11.9/760	11.4/550	10/500	8.2/550	9.1/610	11/500
Screen (colours)/Size (inch)	262,144/2.0	65,536/1.8	262,144/2.2	262,144/2.2	65,536/2.0	262,144/2.4	262,144/2.2
Inbu lt/Expandable memory	NA/2GB	NA32GB	45MB/16GB	46MB/16GB	36MB/8GB	28MB/16GB	54MB/8GB
Bluetooth/Wi-Fi	Yes/No	No/Yes	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No
Camera/Flash/Video	VGA/No/Yes	VGA/No/Yes	VGA/No/Yes	2.0/No/Yes	VGA/No/Yes	1.3MP/No/Yes	1.3MP/No/Yes
Phonebook Capacity	1,000	NA	1,000	1,000	1,000	1,000	1,000
Frequency/Dual SIM	Dual Band/GSM+GSM	Dual Band/GSM+GSM	Quad Band/GSM+GSM	Quad Band/GSM+GSM	Quad Band/No	Quad Band/No	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/No/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/No	Yes/Yes/No
Operating System	Proprietary	NA	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/Yes	Bar/No/No	Bar/No/No	Clamshe l/No/No	Bar/No/Yes
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	2,500	2,600	3,000	3,000	3,100	3,100	3,400

MODELS

PARAMETERS	SAMSUNG						
Model	Champ2	Champ Deluxe	C3530	Chat 3G 527	Metro C3752	Champ 3.5G S3770	Primo S5610
Dimension (mm)	96 x 52.6 x 12.15	101.8 x 55.0 x 12.3	112.2 x 46.7 x 11.9	103 x 55 x 12	97.9 x 19 x 16.4	NA	118.9 x 49.9 x 12.8
Weight (grams)	79.5	89.7	90	96	93	NA	91
Talktime/Standby (hours)	10/500	15.3/500	13/550	3/288	13.3/900	6/350	15.67/960
Screen (colours), Size (inch)	262,144/2.7	262,144/2.8	262,144/2.2	262,144/2.4	65,536/NA	262,144/2.8	262,144/2.4
nbuilt/Expandable memory	40MB/16GB	30MB/16GB	50MB/16GB	80MB/32GB	40MB/16GB	30MB/16GB	110MB/16GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/Yes	Yes/No
Camera/Flash/Video	2.0MP/No/Yes	1.3MP/No/Yes	3.2MP/No/Yes	2.0MP/No/Yes	3.0MP/No/Yes	2.0MP/No/No	5.0MP/Yes/Yes
Phonebook Capacity	1,000	1,000	1,000	1,000	1,000	NA	2,000
Frequency, Dual SIM	Quad Band/No	Quad Band/GSM+CSM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/HSDPA, HSUPA	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/HSDPA
Operating System	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary	Proprietary
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/TFT Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/No/Yes	Slider/No/No	Bar/Yes/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	3,410	4,040	4,200	4,450	4,700	5,000	5,450

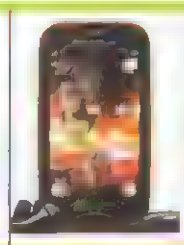
MODELS

PARAMETERS	SAMSUNG		SONY ERICSSON	SPICE			
Model	Wave 525	Star 3 Duos	TXT	M-6700	cappuccino 2	M-6868	M-6900
Dimension (mm)	109.5 x 55 x 11.9	102 x 58 x 11.51	106 X 60 X 14.5	111 x 54 x 13.2	107.6 x 55.6 x 13	114.5 x 63 x 12	116 x 62.5 x 11.6
Weight (grams)	100	95.5	95	100	95.5	91	167
Talktime/Standby (hours)	15/900	14.3/520	3.2/416	6.2/234	6/288	4.5/450	9.4/218
Screen (colours)/Size (inch)	262,144/3.2	262,144/3.0	262,144, 2.55	262,144/3.1	65,536/2.8	262,144/3.4	262,144/3.5
nbuilt/Expandable memory	100MB/16GB	20MB/16GB	120MB/32GB	45MB/16GB	54.7MB/8GB	39MB/8GB	39MB/8GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes
Camera/Flash/Video	3.2MP/No/Yes	3.0MP/No/Yes	3.15MP/No/Yes	3.2MP/No/Yes	1.3MP/No/Yes	3.2MP/No/Yes	3.2MP/No/Yes
Phonebook Capacity	Shared	1,000	Shared	2,000	2,000	1,500	2,000
Frequency, Dual SIM	Quad Band/No	Dual Band/GSM+CSM	Quad Band/No	Dual Band/GSM+GSM	Dual Band/No	Tr. Band/GSM+GSM	Dual Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No	Yes/Yes/No
Operating System	Bada	Android OS, v2.3	Proprietary	NA	NA	NA	NA
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/TFT Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	80	NR	82	NR	NR	NR	NR
Price in Rs.	5,500	5,700	5,250	2,900	3,100	5,400	5,500

MID LEVEL

HIGH END

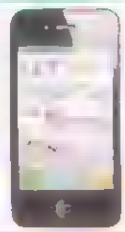
MODELS



PARAMETERS	SAMSUNG		SONY ERICSSON		SAMSUNG	TAG HEUER	
Model	Star II Duos 6712	Wave Y	Mix Walkman	Text Pro	Wave 3	Mendrisio GMT Stainless Steel/Black PVD	Link
Dimension (mm)	109.5 x 56 x 12.2	110.0 x 57.9 x 12.3	95.8 x 52.8 x 14.3	92.0 x 53.0 x 18.0	125.9 x 64.2 x 9.9	112 x 46 x 15.5	118 x 67 x 16.6
Weight (grams)	100	104.8	88	136	122	155	200
Talktime/Standby (hours)	10/550	12.1/610	9.6/465	5.1/400	14.25/535	7/392	6.5/336
Screen (colours)/Size (inch)	262,144/3.2	262,144/3.2	262,144/3.0	16.7million/3.0	16million/4.0	262,144/1.9	16million/3.5
Inbuilt/Expandable memory	30MB/16GB	150MB/32GB	256MB/32GB	100MB/32GB	4GB/32GB	NA/NA	256MB/8GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes
Camera/Flash/Video	3.15MP/No/Yes	2.0MP/No/Yes	3.15MP/No/Yes	3.2MP/No/Yes	5.0MP/Yes/Yes	No/No/No	5.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	1,000	Shared
Frequency/Dual SIM	Quad Band/GSM+GSM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/HSDPA	Yes/Yes/No	Yes/Yes/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/Yes/HSDPA
Operating System	Proprietary	Bada OS v2.0	NA	NA	Bada OS v2.0	NA	Android OS 2.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/NA
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Slider/Yes/Yes	Bar/Yes/No	Bar/No/No	Bar/Yes/No
Burn test Rating	NR	82	NR	82	80	NR	NR
Price in Rs.	6,190	6,990	6,150	7,400	15,000	Starting 2,80,000+/ 3,50,000+	Starting 3,25,000+

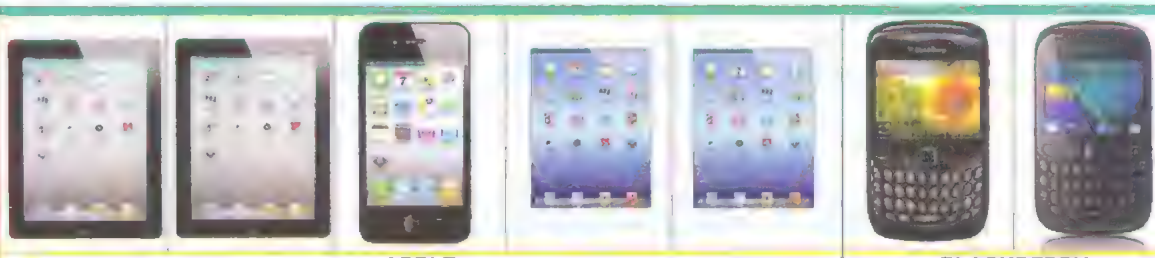
ENTERPRISE LEVEL

MODELS



PARAMETERS	TAG HEUER	VERTU					APPLE
Model	Mendrisio Steel & Gold	Ascent	Constellation Ayxta	Ascent Ti	Constellation Quest	Signature	iPhone 4
Dimension (mm)	112 x 46 x 15.5	117 x 46 x 19	100 x 48 x 18	115.5 x 49 x 13.1	116 x 60.8 x 12.7	130 x 42 x 13	115.2 x 58.6 x 9.3
Weight (grams)	155	148	174	160	165 to 185	166	137
Talktime/Standby (hours)	7/392	4.8/300	6/300	5/300	7.5/349	3.5/300	14/300
Screen (colours)/Size (inch)	262,144/1.9	16million/2.0	16million/2.4	16million/2.0	8GB/32GB	16million/2.0	16million/3.5
Inbuilt/Expandable memory	NA/NA	8GB/32GB	100MB/8GB	4GB/No	16million/2.46	4GB/No	16GB,32GB/No
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/Yes
Camera/Flash/Video	No/No/No	5.0MP/Yes/Yes	3.15MP/Yes/Yes	3.15MP/Yes/Yes	5.0MP/Yes/Yes	No/No/No	5.0MP/Yes/Yes
Phonebook Capacity	1,000	2,000	2,000	1,500	Shared	2,000	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/Yes/R99	Yes/Yes/HSDPA	Yes/Yes/R99	Yes/Yes/HSDPA,HSUPA
Operating System	NA	NA	NA	NA	NA	NA	iOS4
Music Player/FM Radio	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/No
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Clamshell/No/No	Bar/No/No	Bar/No/Yes	Bar/No/No	Bar/Yes/No
Burn test Rating	NR	NR	NR	NR	NR	NR	85
Price in Rs.	Starting 5,40,000+	Starting 2,89,000+	Starting 3,47,000+	Starting 3,68,000+	Starting 3,86,000+	Starting 7,22,000+	34,500/40,900

MODELS

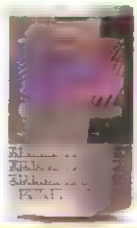


PARAMETERS	APPLE					BLACKBERRY	
Model	iPad 2 Wi-Fi	i-Pad 2 Wi-Fi+3G	iPhone 4S	New i-Pad Wi-Fi	New i-Pad Wi-Fi+3G	Curve 8520	Curve 9220
Dimension (mm)	241.2 x 185.7 x 8.8	241.2 x 185.7 x 8.8	115.2 x 58.6 x 9.3	241.2 x 185.7 x 9.4	241.2 x 185.7 x 9.4	109 x 60 x 13.9	109 x 60 x 12.7
Weight (grams)	607	607	140	652	652	106	102
Talktime/Standby (hours)	10/720	10/720	14/200	9/720	9/720	4.5/408	7/432
Screen (colours)/Size (inch)	262,144/9.7	262,144/9.7	16million/3.5	16million/9.7	16million/9.7	65,536/2.46	65,536/2.44
Inbuilt/Expandable memory	16,32,64 GB/No	16,32,64 GB/No	16,32,64GB/No	16,32 64GB/No	16,32 64GB/No	256MB/microSD	512MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	VGA/No/Yes	VGA/No/Yes	8.0MP/Yes/Yes	5.0MP/No/Yes	5.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	NA	Quad Band/No	Quad band/No	No	Quad band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	No	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	NA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/No	Yes/Yes/No
Operating System	iOS 4.3	iOS 4.3	IOS 5	IOS 5	IOS 5	BlackBerry OS	BlackBerry OS 7.1
Music Player/FM Radio	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Bar/No/Yes
Burn test Rating	84	84	82	84	84	82	80
Price in Rs.	24,500/30.500/36.500	32,900/38,900/44,900	40,000/46,000/56,000	30,500/36,500/42,500	38,900/ 44,900/50,900	8,500	10,300

MODELS

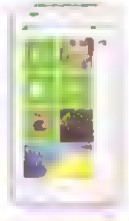
PARAMETERS	BLACKBERRY						
Model	Curve 3G 9300	Play Book	Curve 9320	Curve 9380	Curve 9360	Bold 9780	9860
Dimension (mm)	109 x 60 x 13.9	194 x 130 x 10	109 x 60 x 12.7	109 x 60 x 11.2	112 x 62 x 14.2 mm	109 x 60 x 13.9	120 x 62 x 11.5
Weight (grams)	104	425	103	98	130	104	135
Talktime/Standby (hours)	4.5/461	10/NA	7/432	5.5/360	5/336	4.5/456	4.7/337
Screen (colours)/Size (inch)	65,536/2.46	16million/7.0	65,536/2.44	16million/3.2	262,144/2.44	65,536/2.44	16million/3.7
Inbuilt/Expandable memory	256MB/32GB	16,32,64GB/No	512MB/32GB	512MB/32GB	256MB/32GB	256MB/32GB	2.5GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	2.0MP/No/Yes	5.0MP/No/Yes	3.15MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	NA	Dual Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA	NA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA
Operating System	BlackBerry OS	BlackBerry OS	BlackBerry OS 7.1	BlackBerry OS 7.0	BlackBerry OS 7.0	BlackBerry OS	BlackBerry OS 7.0
Music Player/FM Radio	Yes/No	Yes/No	Yes/Yes	Yes/No	Yes/No	Yes/No	Yes/No
Form Factor/T.Screen/QWERTY	Bar/No/Yes	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Bar/No/Yes	Bar/No/Yes	Bar/Yes/No
Burn test Rating	NR	82	80	82	NR	NR	82
Price in Rs.	12,800	13,000/16,700	14,600	16,200	17,000	19,600	19,800

MODELS



PARAMETERS	BLACKBERRY					HTC	
Model	Torch 9800	Bold 9790	9810	9900	Porche (NEW)	Explorer	ChaCha
Dimension (mm)	111 x 62 x 14.6	110 x 60 x 11.4	111 x 62 14.6	115 x 66 x 10.5	115 x 67 x 11.3	102.8 x 57.2 x 12.9	114 x 64 x 10.7
Weight (grams)	161.1	107	161	130	155	81.3	124
Talktime/Standby (hours)	5.5/432	5.1/432	6.5/296	6.3/296	5.5/348	7.6/485	4/120
Screen (colours)/Size (inch)	16million/3.2	16million/2.45	16 million/3.2	16 million/2.8	16million/2.8	262,144/3.2	262,144/2.6
Inbuilt/Expandable memory	512MB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	8GB/32GB	90MB/32GB	512MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	YesYes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/No	3.15MP/No/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual S M	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	BlackBerry OS	Blackberry OS 7.0	BlackBerry OS 7.0	BlackBerry OS 7.0	BlackBerry OS 7.0	Android OS v2.3	Android OS v2.3
Music Player/FM Radio	Yes/No	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes//Yes
Form Factor/T.Screen/QWERTY	Slider/Yes/Yes	Bar/Yes/Yes	Slider/Yes/Yes	Bar/Yes/Yes	Bar/No/No	Bar/Yes/No	Bar/Yes/Yes
Burn test Rating	86	82	82	82	80	NR	82
Price in Rs.	20,000	24,600	28,500	30,200	1,36,000	8,500	11,500

MODELS

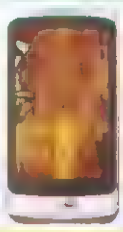
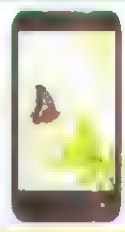


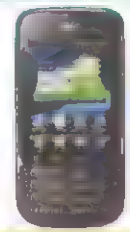
PARAMETERS	HTC						
Model	Wildfire S	Desire C (NEW)	One V	Desire V (NEW)	S-510 Desire S	Radar	Rhyme
Dimension (mm)	101.3 x 59.4 x 12.4	107 X 60 X 11.9	120.3 x 59.7 x 9.24	118.5 x 62.3 x 9.32	115 x 59.8 x 11.6	120.5 x 61.5 x 10.9	119 x 60.8 x 10.85
Weight (grams)	105	98	115	114	130	137	130
Talktime/Standby (hours)	4/120	NA/NA	6.73/261	NA/NA	4/120	10/480	6.3/265
Screen (colours)/Size (inch)	16million/3.2	16million/3.5	16million/3.7	16million/4.0	16million/3.7	16million/3.8	16million/3.7
Inbuilt/Expandable memory	512MB/microSD	4GB/32GB	4GB/32GB	4GB/32GB	1.1GB/32GB	8GB/No	1GB/microSD
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/No/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS v2.3	Android v4.0	Android v4.0	Android v4.0	Android OS, v2.3	Windows Phone 7.5	Android OS 2.3
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82	NR	86	NR	82	86	82
Price in Rs.	12,800	14,800	18,000	21,000	22,500	22,600	24,500

MODELS

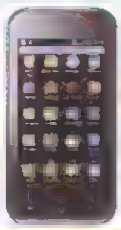
PARAMETERS	HTC					IDEA	
Model	Sensation XE	One S NEW	Evo 3D	OneX	Sensation XL	ID 280	ID 918 NEW
Dimension (mm)	126.1 x 65.4 x 11.3	130.9 x 65 x 7.8	126 x 65 x 12.05	134.36 x 69.9 x 8.9	132.5 x 70.7 x 9.9	102 x 53 x 13	111 x 57 x 12
Weight (grams)	151	119.5	170	130	162.5	98	126
Talktime/Standby (hours)	9.1/310	NA/NA	9.3/358	10/290	11.8/360	4/288	4/200
Screen (colours)/Size (inch)	16million/4.3	16million/4.3	16million/4.3	16million/4.7	16million/4.7	262,144/2.8	262,144/3.2
Inbuilt/Expandable memory	4GB/32GB	16GB/No	1GB/32GB	32GB/No	16GB/No	152MB/32GB	512MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	8.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	3.2MP/No/Yes	3.2MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA
Operating System	Android OS, v2.3	Android v4.0	Android OS v2.3	Android OS 4.0	Android OS v2.3	Android OS v2.2	Android OS v2.3
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	82	78	86	80	NR	78
Price in Rs.	32,500	33,000	34,000	36,000	36,000	5,850	5,994

MODELS

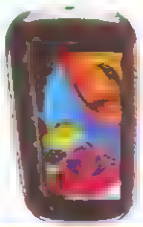


PARAMETERS	IDEA	KARBONN		LAVA	LG		
Model	Blade	A7	A9	S12	Optimus Me P350	L3 E400	Optimus Pro C660
Dimension (mm)	116 x 56.5 x 11.8	NA	120 x 60.5 x 11.3	117 x 57.5 x 13.4	108 x 57.5 x 12.2	102.6 x 61.6 x 11.85	119.5 x 59.7 x 12.9
Weight (grams)	130	NA	NA	120	110	110	129
Talktime/Standby (hours)	4/192	4/100	4/200	10.8/590	11/626	12/600	13.5/852
Screen (colours)/Size (inch)	262,144/3.5	262,144/3.5	16million/3.8	262,144/3.2	262,144/2.8	262,144/3.2	262,144/2.8
Inbuilt/Expandable memory	152MB/32GB	512MB/32GB	512MB/32GB	120MB/32GB	155MB/32GB	1GB/32GB	170MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	3.2MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/No/Yes	3.15MP/No/Yes	3.2MP/No/Yes	3.15MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/GSM+GSM	Quad Band/GSM+GSM	QuadBand/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA
Operating System	Android OS v2.2	Android OS v2.3	Android OS v2.3	Android OS 2.2	Android OS v2.2	Android OS v2.3	Android OS v2.3
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/Yes
Burn test Rating	NR	NR	NR	82	NR	NR	80
Price in Rs.	7,992	7,500	9,500	7,300	7,000	7,800	7,900

MODELS							
PARAMETERS	LG						
Model	Optimus Net P690	Optimus One P500	P698	E510	E730	Optimus L7 P705 NEW	Optimus Black P970
Dimension (mm)	113 x 59 x 11.7	113.5 x 59 x 13.3	114 x 59 x 11.7	113.4 x 60.8 x 11.9	122.5 x 62.5 x 9.8	125.5 x 67 x 8.7	122 x 64 x 9.2
Weight (grams)	121	129	124	123	107	124	109
Talktime/Standby (hours)	12/581	8/550	11.5/556	NA	18.5/496	19/902	6/375
Screen (colours)/Size (inch)	262,144/3.2	262,144/3.2	262,144/3.2	262,144/3.2	16million/3.8	16million/4.3	16 million/4.0
Inbuilt/Expandable memory	150MB/32GB	170MB/32GB	160MB/32GB	Yes/32GB	1GB/32GB	2,72GB/32GB	2 GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	3.15MP/No/Yes	3.15MP/No/Yes	3.2MP/No/Yes	5.0MP/No/Yes	5.0MP/No/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/GSM+GSM	Quad Band/N0	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA HSUPA
Operating System	Android OS v2.3	Android OS v2.2	Android OS v2.3	Andro'd OS v2.3	Android OS v2.4	Android OS, v4.0	Android OS v2.2
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	80	84	82	NR	NR	NR	82
Price in Rs.	9,000	9,600	10,000	12,000	17,000	18,000	19,000

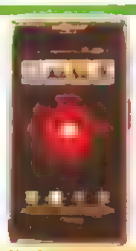
MODELS							
PARAMETERS	LG			MICROMAX			
Model	Optimus 2X	Optimus 3D	LG 3D maxx P725	A50	A70	A75	A85
Dimension (mm)	123.9 x 63.2 x 10.9	128.8 x 68 x 11.9	126.8 x 67.4 x 9.98	113 x 61 x 13	111 x 58 x 13.5	120 x 63.5 x 10.9	118.7 x 60.1 x 13.8
Weight (grams)	139	168	148	116	85	135.4	NA
Talktime/Standby (hours)	14.5/421	13/450	17.5/365	4/240	4/168	5/288	3.2/250
Screen (colours)/Size (inch)	16million/4.0	16million/4.3	16million/4.3	262,144/3.1	262,144/3.2	262,144/3.75	16million/3.8
Inbuilt/Expandable memory	6.4GB/32GB	8GB/32GB	8GB/32GB	132MB/32GB	160MB/32GB	NA/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	2.0MP/No/Yes	5.0MP/No/Yes	3.0MP/Yes/Yes	5.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/GSM+GSM	Quad Band/No	Quad Band/GSM+GSM	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS v2.2	Android OS v2.2	Android OS, v2.3	Android OS v2.3	Android OS v2.2	Android OS, v2.3	Android OS, v2.3
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	84	82	80	82	NR	NR	NR
Price in Rs.	21,000	26,000	29,000	4,750	7,800	8,600	13,200

MODELS



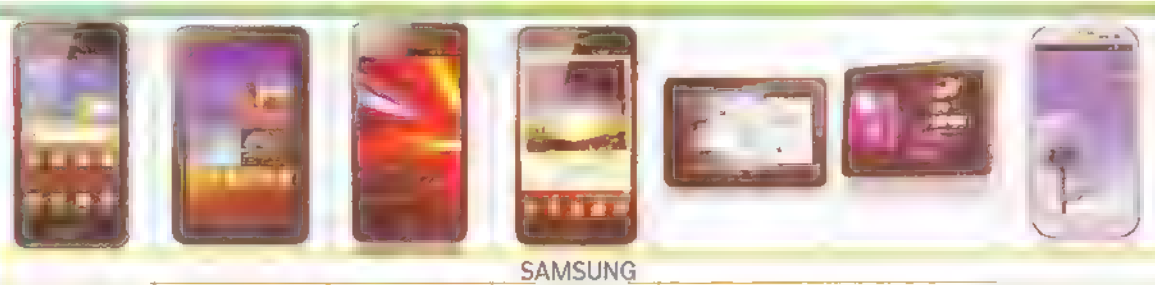
PARAMETERS	MOTOROLA						
Model	Fire	Fire XT	Defy mini NEW	Defy XT535 NEW	Milestone XT800	Defy+	Atrix 2
Dimension (mm)	116.5 x 58 x 13.45	114 x 61.9 x 11.95	109 x 58.5 x 12.5	115x58x11.9	120 x 61.8 x 11.4	107 x 59 x 13.4	125.9 x 66.0 x 10.4
Weight (grams)	110	84.3	107	115	137	118	147
Talktime/Standby (hours)	7/504	9.7/720	9.6/420	9/290	5.4/100	7.10/384	8.9/3821
Screen (colours)/Size (inch)	262,144/2.8	262,144/3.5	262,144/3.2	16million/3.7	16million/3.7	16million/3.7	16million/4.3
Inbuilt/Expandable memory	512MB/32GB	512MB/32GB	512MB/32GB	1GB/32GB	1GB/32GB	2GB/32GB	8GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	3.15MP/No/Yes	5.0MP/Yes/Yes	3.15/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	1,000	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/GSM+CDMA	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/Rev. A	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS, v2.3	Android OS, v2.3	Android OS, v2.3	Android OS, v2.3	Android OS v2.1	Android OS, v2.3	Android OS, v2.3
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82	84	NR	NR	80	82	NR
Price in Rs.	8,500	9,500	11,300	15,000	15,500	16,000	22,500

MODELS



PARAMETERS	MOTOROLA		SAMSUNG				
Model	RazrXT 910	RazrMaxx NEW	Galaxy Pocket S300	Galaxy Y	Galaxy Y Colour	Galaxy Y Duos	Galaxy Y Duos Pro S517
Dimension (mm)	130.7 x 68.9 x 7.1	130.7 x 68.9 x 8.99	103.90 x 57.90 x 12.98	104.0 x 58.0 x 11.5	104.0 x 58.0 x 11.5	109.8 x 60 x 11.95	110.8 x 63.5 x 11.9
Weight (grams)	127	145	97	97.5	97.5	109	112.3
Talktime/Standby (hours)	9.4/305	17.6/607	15.8/520	6/120	6/120	17.5/630	19.16/740
Screen (colours)/Size (inch)	262,144/4.3	16million/4.3	262,144/2.8	262,144/3.0	262,144/3.0	262,144/3.1	262,144/2.6
Inbuilt/Expandable memory	16GB/32GB	16GB/32GB	3GB/32GB	160MB/32GB	160MB/32GB	160MB/32GB	512MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	8.0MP/Yes/Yes	2.0MP/No/Yes	2.0MP/No/Yes	2.0MP/No/Yes	3.0MP/No/Yes	3.15MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/GSM+GSM	Quad Band/GSM+GSM
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Quad Band/GSM+GSM	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA
Operating System	Android OS, v2.3	Android OS, v4.0	Android OS, v2.3	Android OS, v2.3	Android OS, v2.3	Android OS, v2.3	Android OS, v2.3
Music Player/FM Radio	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/Yes
Burn test Rating	82	NR	72	NR	NR	NR	NR
Price in Rs.	29,500	31,300	6,900	7,200	7,600	8,990	9,500

PARAMETERS	SAMSUNG						
Model	5830 Galaxy Ace	Omnia W i8350	5830 Galaxy Ace Plus	Galaxy Ace Duos S6802	9003 Galaxy SL	Galaxy Tab2 3.0	Galaxy S Plus 9001
Dimension (mm)	112.4 x 59.9 x 11.5	115.6 x 58.8 x 10.9	114.7 x 62.5 x 11.2	112.74 x 61.50 x 11.50	123.7 x 64.2 x 10.59	193.7 x 122.4 x 10.5	122.4 x 64.2 x 9.9
Weight (grams)	113	115.3	114	122	131	345	119
Talktime/Standby (hours)	12/520	7/370	11.1/660	16.8/570	12.8/750	30/NA	17.3/480
Screen (colours)/Size (inch)	16m Hon/3.5	16m llion/3.7	262,144/3.7	262, 4[illegible]3.5	16 million/4.0	7.0/16m l on	16m llion/4.0
Inbuilt/Expandable memory	158MB 32GB	8GB No	2.7GB 32GB	3GB 32G3	4GB 32GB	16GB 32GB	16GB 32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/No/Yes	5.0MP/No/Yes	3.15MP/No/Yes	5.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band, GSM+GSM	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS, v2.2	Windows Phone 7.5	Android OS, v2.3	Android OS, v2.3	Android OS, v2.2	Android 4.0	Android OS, v2.3
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes
Form Factor/Touch Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82	84	NR	NR	NR	80	NR
Price in Rs.	11,400	15,100	15,500	15,700	19,000	19,500	21,000

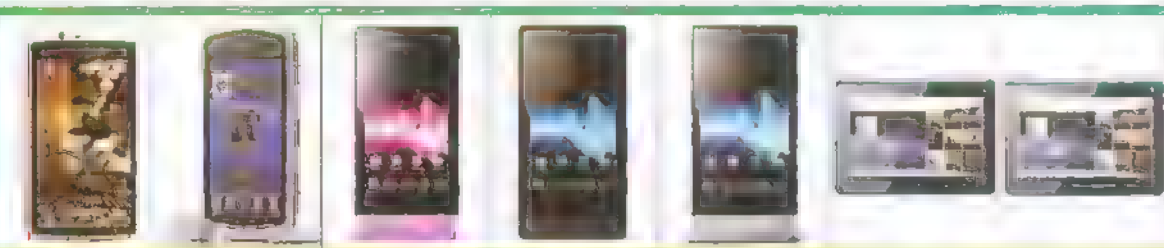


PARAMETERS	SAMSUNG						
Model	Galaxy Advance i9070	Galaxy Tab620	Galaxy S i9100	Galaxy Note	Galaxy Tab 730	Tab 10.1 i750	Galaxy S II
Dimension (mm)	123.20 x 63.0 x 9.79	133.65 x 122.37 x 9.96	125.30 x 66.10 x 8.49	146.9 x 83 x 9.7	230.9 x 157.8 x 8.6	256.7 x 175.3 x 8.6	136.6 x 70.6 x 8.6
Weight (grams)	120	345	116	178	453	565	133
Talktime/Standby (hours)	25.5/690	40/1000	15.3/710	6 /700	NA/750	9/NA	22.5/830
Screen (colours, Size (inch)	16m llion/4.0	16m llion/7.0	16m llion/4.27	16m llion/5.3	16m llion/8.9	16m llion/10.1	16m llion/4.3
Inbuilt/Expandable memory	8GB 32GB	16GB/MicroSD	16GB/32GB	16GB/32GB	16GB No	16GB/No	16GB 64GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	3.0MP/No/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes	2.0MP/No/Yes	3.2MP/No/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSPA+
Operating System	Android 2.3	Android OS, v3.2	Android OS, v2.3	Android OS, v2.3	Android OS, v3.1	Android OS, v3.1	Android 4.0
Music Player/FM Radio	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes
Form Factor/Touch Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	NR	84	NR	80	NR	82	82
Price in Rs.	22,500	26,000	27,000	30,500	32,500	34,000	37,900

MODELS

PARAMETERS	SONY ERICSSON						
Model	Xperia Mini	Xperia Mini Pro	Live with Walkman	Xperia Active	Xperia Neo V	Xperia Ray	Xperia Pro
Dimension (mm)	92 x 53 x 18	92 x 53 x 18	106 x 56 x 14.2	106 x 60 x 14.5	1.6 x 57 x 13	111 x 53 x 9.4	120 x 57 x 13.7
Weight (grams)	136	136	115	35	126	100	142
Talk time/Standby (hours)	5.4/331	5.4/331	6.7/350	3.2/416	6.9/430	6.8/430	6.9/430
Screen (colours)/Size (inch)	16.7million/3.0	16.7million/3.0	16million/3.2	16million/3.0	16million/3.7	16million/3.3	16million/3.7
Inbuilt/Expandable memory	320MB/16GB	320MB/16GB	320MB/32GB	320MB/32GB	1GB/32GB	380MB/32GB	1GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	8.0MP/Yes/Yes	8.0MP/Yes/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA
Operating System	Android OS 2.3	Android OS 2.3	Android OS 2.3	Android OS 2.3	Android OS 2.3	Android OS, v2.3	Android OS, v2.3
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/TScreen/QWERTY	Bar/Yes/No	Slider/Yes/Yes	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Slider/Yes/Yes
Burn test Rating	82	NR	78	NR	NR	NR	NR
Price in Rs.	11,600	12,800	14,500	16,000	17,500	18,699	19,500

MODELS



PARAMETERS	SONY ERICSSON		SONY				
Model	Arc S	R800i Xperia Play	Xperia U	Xperia Sola	Xperia P	Tablet S Wi-Fi	Tablet S 3G+Wi-Fi
Dimension (mm)	125 x 63 x 8.7	119.0 x 62.0 x 16.0	112 x 54 x 12	116.0 x 59.0 x 9.9	122 x 59.5 x 10.5	241.2 x 174.3 x 20.1	241.2 x 174.3 x 10.1
Weight (grams)	117	175	110	107	120	598	598
Talk time/Standby (hours)	7.4/460	8.25/625	6.6/472	6/475	6/475	11/430	11/430
Screen (colours), Size (inch)	16million/4.2	16million/4.0	16million/3.5	16million/3.7	16million/4.0	16million/9.4	16million/9.4
Inbuilt/Expandable memory	1GB/32GB	512MB/32GB	8GB, No	8GB/32GB	16GB/No	16GB, 32GB	16GB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Camera/Flash/Video	8.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP/Yes/Yes	5.0MP, No/Yes	5.0MP/No/Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	Quad Band/No	NA	Quad Band/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes, HSDPA,HSUPA	NA	Yes, Yes, HSDPA HSUPA
Operating System	Android OS, v2.3	Android OS, v2.3	Android 2.3	Android 2.3	Android 2.3	Android OS, v3.1	Android OS, v3.1
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/No
Form Factor/TScreen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No
Burn test Rating	82	84	NR	80	82	82	82
Price in Rs.	25,000	31,000	16,400	19,000	23,990	21,000	26,000

CDMA

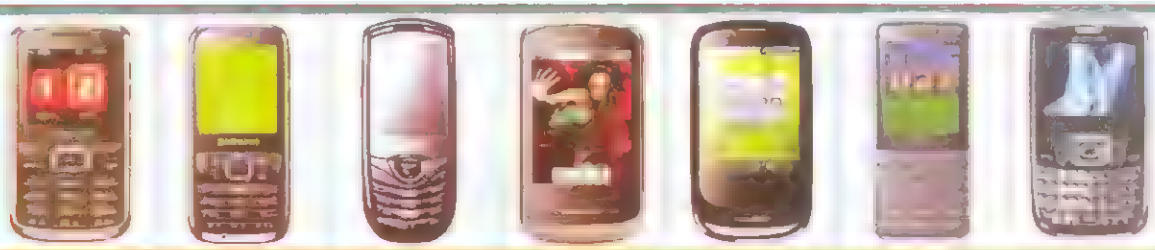
MODELS

PARAMETERS	SONY		SPICE		CDMA		
Model	Xperia S	Tablet P	Mi 280	MI 350N	Samsung Hero Plus 159	Samsung B209	Samsung B229
Dimension (mm)	128 x 64 x 10.6	180 x 79 x 28	105.5 x 57 x 12.9	116 x 61 x12.75	108.5 x 45.8 x 13.3	108.0 x 44.8 x 14.3	108 x 44.38 x 14.20
Weight (grams)	144	372	96	136	70	72.3	72
Talktime/Standby (hours)	7.5/450	NA/120	3.3/150	5/200	3/230	4.3/470	6.5/720
Screen (colours)/Size (inch)	16million/4.3	16million/5.5	262,144/2.8	262,144/3.5	65,536/1.52	65,536/1.52	65,536/1.5
Inbuilt/Expandable memory	32GB/No	4GB/32GB	134MB/32GB	170MB/32GB	597KB/No	351KB/No	450KB/No
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	No/No	No/No	No/No
Camera/Flash/Video	12.0MP/Yes/Yes	5.0MP/No/No	3.2MP/No/Yes	3.2MP/No/Yes	No/No/No	No/No/No	No/No/No
Phonebook Capacity	Shared	Shared	Shared	Shared	1,000	1,000	1,000
Frequency/Dual SIM	Quad Band/No	Quad Band/No	Dual Band/NO	Dual Band/GSM+GSM	CDMA/No	CDMA/No	CDMA/No
GPRS/EDGE/3G	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA,HSUPA	Yes/Yes/HSDPA	Yes/Yes/HSDPA	No/No/No	No/No/No	No/No/No
Operating System	Android OS, v4.0	Android OS, v3.2	Android OS, v2.3	Android OS, v2.3	BREW	BREW	BREW
Music Player/FM Radio	Yes/Yes	Yes/No	Yes/Yes	Yes/Yes	No/Yes	No/No	No/No
Form Factor/T Screen/QWERTY	Bar/Yes/No	Clamshell/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	82	NR	NR	NR	NR	NR	NR
Price in Rs.	31,000	32,000	5,100	7,600	1,000	1,100	1,200

MODELS

PARAMETERS	CDMA						
Model	Samsung Hero B189	Samsung Superstar	Samsung Hero B319	Samsung B379	Samsung B339	Samsung Guru 539	Samsung Guru Mazik 219
Dimension (mm)	105 x 44 x 13	NA	108 x 45.4 x 14.7	109.5 x 45.4 x 14.2	108.20 x 47.1 x 14.35	109.6 x 44.9 x 14.0	112 x 46.3 x 15.3
Weight (grams)	71	NA	NA	75	75.7	77.5	NA
Talktime/Standby (hours)	3.3/250	3.3/212	3/257	4.3/470	4.3/470	6/720	4/230
Screen (colours)/Size (inch)	65,536/1.5	65,536/1.5	65,536/1.52	65,536/1.5	65,536/1.52	65,536/1.77	65,536/1.7
Inbuilt/Expandable memory	NA/No	NA/No	1MB/No	351KB/No	351KB/No	2.5MB/4+4GB	14MB/2GB
Bluetooth/Wi-Fi	No/No	No/No	No/No	No/No	Yes/Yes	No/No	Yes/No
Camera/Flash/Video	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	1.3MP/No/Yes
Phonebook Capacity	500	500	500	1,000	1,000	1,000	1,000
Frequency/Dual SIM	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No	CDMA/No
GPRS/EDGE/3G	No/No/No	No/No/No	No/No/No	No/No/No	No/No/No	Yes/Yes/CDMA1X	Yes/No/No
Operating System	BREW	BREW	BREW	BREW	BREW	BREW	BREW
Music Player/FM Radio	No/No	No/No	No/Yes	No/Yes	Yes/Yes	Yes/Yes	Yes/Yes
Form Factor/T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No	Bar/No/No
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	1,399	1,399	1,499	1,500	1,800	2,336	2,700

MODELS



CDMA

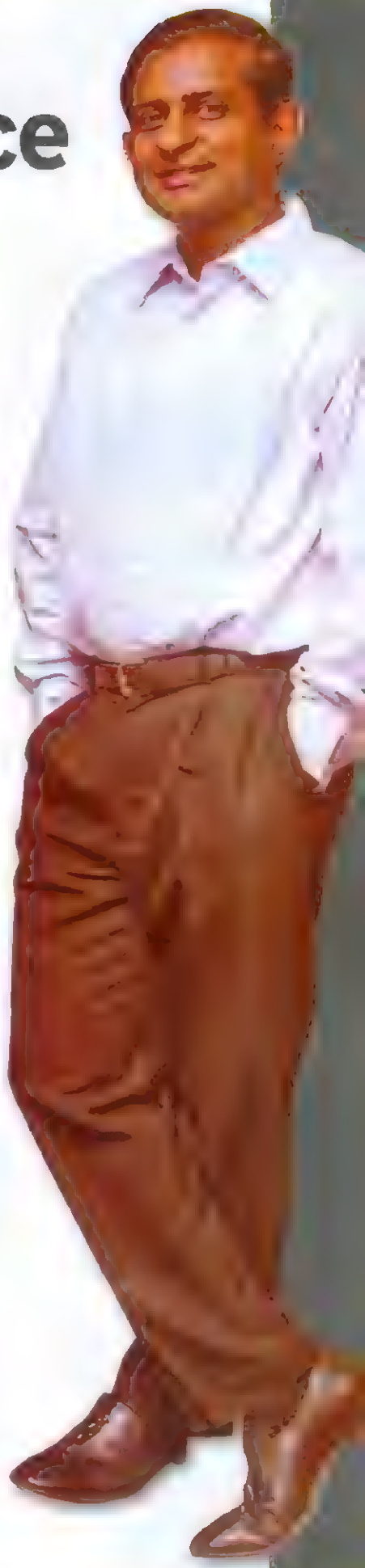
PARAMETERS	Samsung Guru Dual CDMA	Samsung Duos 169	Mpower TV 239	MTS Live Wire	MTS M-Tag	Samsung Primo Duos	Samsung TXT M369
Dimension (mm)	114.9 x 47.8 x 14.1	115.5 x 48 x 15.9	118.5 x 50 x 12.45	108 x 54 x 13	113 x 54 x 12	118.8 x 49.9 x 14.07	112x60.95x11.96
Weight (grams)	86.7	110	87	NA	98	103	102.3
Talktime/Standby (hours)	6.5/300	4.5/250	4.4/420	3/200	4.4/200	6.67/160	4.5/420
Screen (colours, /Size (inch)	65,536/2.0	65,536/2.2	262,144/2.4	262,144/2.8	262,144, 2.8	262,144/2.4	262,144, 2.2
Inbuilt/Expandable memory	7.41MB/4GB	42MB/8GB	85MB/16GB	256MB/32GB	170MB/32GB	75MB/	204MB/16GB
Bluetooth/Wi-Fi	Yes/No	Yes/No	Yes/No	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No
Camera/Flash/Video	No/No/No	VGA/No/Yes	1.3MP/No/Yes	3.2MP/No/Yes	3.2MP/No/Yes	2.0MP/No/Yes	2.0MP/No, Yes
Phonebook Capacity	1,000	1,000	2,000	Shared	Shared	Shared	2,000
Frequency/Dual SIM	Dual Band/CDMA+GSM	Dual Band/CDMA+GSM	CDMA/No	CDMA/No	CDMA/No	Dual Band/GSM+CDMA	CDMA/No
GPRS, EDGE/3G	Yes/No/No	Yes/Yes/CDMA 1X	Yes/Yes/EVDO Rev.0	Yes/Yes/HSDPA	Yes/Yes/HSDPA	Yes/Yes/Yes	Yes, Yes/Yes
Operating System	NA	BREW	BREW	Android OS, v2.2	Android OS, v2.2	BREW	BREW
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	Yes, Yes	Yes/Yes	Yes, Yes
Form Factor, T.Screen/QWERTY	Bar/No/No	Bar/No/No	Bar/No/No	Bar/Yes/No	Bar/Yes/No	Bar/No/No	Bar/No, Yes
Burn test Rating	NR	NR	NR	NR	NR	NR	NR
Price in Rs.	3,500	4,500	4,600	4,999	5,499	5,100	6,000

MODELS

CDMA

PARAMETERS	Samsung Galaxy Y CDMA NEW	MTS M-Tag401 NEW	Galaxy Pop CDMA	Blackberry 8530	Galaxy Ace Duos S689	Blackberry Curve CDMA 9350	Blackberry 9670 Style
Dimension (mm)	104.0 x 58.0 x 11.5	127 x 64 x 13	110.9 x 60.6 x 12.1	109 x 60 x 13.9	112.4 x 59.9 x 12.44	109 x 60 x 11	96 x 60 x 18.5
Weight (grams)	97.5	132	106.6	105	125	99	131
Talktime/Standby (hours)	6/120	4.3/200	5/320	4.5/252	7/300	NA	4.5/252
Screen (colours /Size (inch)	262,144/3.0	262,144/4.0	262,144/3.14	65,536/NA	16million/3.5	NA/2.44	65,536/NA
Inbuilt/Expandable memory	160MB/32GB	170MB/32GB	164MB/microSD	256MB/32GB	512MB/32GB	512MB/32GB	512MB/32GB
Bluetooth/Wi-Fi	Yes/Yes	Yes/Yes	Yes/Yes	Yes/Yes	YesYes	Yes/Yes	Yes/Yes
Camera/Flash/Video	2.0MP/No/Yes	3.0MP/No/Yes	3.15MP/No/Yes	2.0MP/NA/Yes	3.15MP/No/Yes	5.0MP Yes/Yes	5.0MP, Yes, Yes
Phonebook Capacity	Shared	Shared	Shared	Shared	Shared	Shared	Shared
Frequency/Dual SIM	CDMA/No	Quad Band/No	CDMA/No	CDMA/No	Dual Band/CDMA+GSM	CDMA/No	CDMA, No
GPRS/EDGE/3G	Yes/Yes/HSDPA	Yes/Yes/Yes	Yes/Yes/EVDO Rev.A	Yes/Yes/No	Yes/Yes/Rev.A	Yes/Yes/No	Yes/Yes/Rev. A
Operating System	Android OS, v2.3		Android OS 2.2	BlackBerry OS	Android OS, v2.3	BlackBerry OS7	BlackBerry OS
Music Player/FM Radio	Yes/Yes	Yes/Yes	Yes/Yes	Yes/No	Yes/Yes	Yes/No	Yes/No
Form Factor, T.Screen/QWERTY	Bar/Yes/No	Bar/Yes/No	Bar/Yes/No	Bar/No/Yes	Bar/Yes/No	Bar/No/Yes	Clamshell/No, Yes
Burn test Rating	NR	78	NR	NR	82	NR	NR
Price in Rs.	7,600	8,999	8,900	12,400	16,900	20,990	22,500

"Our target audience is mostly youth"



This is the era of mobile instant messengers, which are not just gratifying users' needs of being always connected to their friends, but are also laying siege to SMS. And at head of the mobile IM pack, one of the most popular mobile IM apps is Nimbuzz. We caught up with Joby Babu, head operations, Nimbuzz, to chat about the power and future of IM, and how Nimbuzz plans to harness it **Harshita Rastogi and Ketan Pratap**

We hear Nimbuzz has moved its headquarters to India... After the kind of growth we saw in India, Middle East and parts of the Asian continent we decided to move most of our headquartered based operations to India. Now we have our operational team as well as our product teams based in Gurgaon office in India. In terms of driving the product and operations of the business, we have to be close to the market to feel the pulse and launch the products that the market needs.

So what would be your marketing strategies and expansion plans for the Indian market? We will be working very closely with Indian, Middle-East and South-Asian market where we are a dominant instant messaging player. We will be working on North American and Western European markets too but for the time being our primary focus is on these three markets. We currently have 96 million registered and around 15 to 16 million active users around the world. In India we have 13-14 million registered users. We expect 25-30 million active users by the end of this financial year.

What type of partners and institutions are you talking to? We are working very closely with handset brands, OEMs and telecom operators. We are actually getting closer to the telecom operators and in the future you will see a lot more offerings that would be jointly launched by some of the operators and Nimbuzz. We are also working closer with educational campuses. Our target audience is mostly youth and we focus mainly on the 18-35 years age group. For the last 4-5 months, we have worked with a couple of colleges and we will also have closer and tighter partnerships with some of the television channels and production houses.

So what can we expect from Nimbuzz in the coming days? Recently we launched the 'Chat Buddy Developer Program' (CBDP) and got very good response from the market. Apart from that, there is persistent chatting, which is actually not common with many other instant messengers, that we will be launching very soon. We would be introducing an entire new concept of group chatting which never existed on our platform. It would be more like a turn-based chatting system which would give the opportunity to run over a topic of chatting irrespective of online and offline presence at times. Just because somebody is not online doesn't stop a community or group of people or friends from expressing their views, chatting over common topics.

Any plans in the mobile marketing and advertisement segment? Nimbuzz provides multiple modes of engagement from a brands perspective. We actually go beyond the typical banner-based advertisements. A lot of targeting that we do is based on locations as there are location specific ads. A brand can be a partner to a user. We are working on this and in the near future we will come up with some leading brands launching the re-incarnated chat buddy. ■

harshita@mymobile.co.in
ketan@mymobile.co.in

THIS MONTH, THAT YEAR...

The July-August 2007 issue of My Mobile saw a number of high-profile devices spar for the title of phone of the month. And they all were made to bite the dust by a relatively low-end phone. Step into our time machine and discover how the phone of the month for the July-August 2007 issue was decided.

Mukesh Kumar Singh

Year 2007 – July15- August14
Phones tested- Moto ROKR Z6, Nokia N92, Samsung E840, Nokia N76, Sagem My 411X, Nokia 2626, Tata Indicom C2285, Nokia E65 and Fly SX210

Year 2012 – July15 – August 14
Phones tested- Idea Id-918, BlackBerry Porsche, MTS MTag 401, HTC One S, LG Optimus 3D Max, Nokia 808 PureView

The year 2007 was perhaps the last in the golden era of Nokia - everything that the company did seemed to work. The company had launched phones across segments and had tasted success irrespective of the target audience - from the high-profile N95 to the utterly mainstream 1100, Nokia reigned supreme. In fact, some of these devices were so successful that many users use theirs to this day - you might find them in some dusty corner of your house, looking a bit the worse for wear, but still working just fine. And the phones up for the phone of the month title in the July-August issue of our magazine featured no fewer than four Nokia devices - the N92, the N76, the E65 and the 2626. The likes of the Moto ROKR Z6 and the Samsung E840 were also frontrunners in the race.

A time of change

The period of July-August in 2007 came at a time of great turmoil in the cellphone industry, which was growing at the rate of knots. Innovation was booming and manufacturers were experimenting with new interfaces and form factors. And little did we know it then, but the smartphone era was just getting underway. Suddenly users were growing aware of the apps they could use with a device and the importance of having GPRS connectivity to be able to surf the Internet on their handsets. Yes, Web surfing on handsets remained a painful proposition with poor browsers, low speeds and tiny displays, but the consumer was slowly realising that there was more to a handset than just calls and texts - cameras were making their presence felt in handsets, and so were colour displays.

FM had become a must have feature as limited storage on most handsets did not allow more than a few songs to be stored on them. But if feature rich phones were grabbing the headlines, the low end market was not short on innovation either as manufacturers attempted to squeeze in as many functions they could without inflating prices. And in cases such as the Nokia 2626, they succeeded. Spectacularly.

My Mobile diary

The July 15-August 14 issue of My Mobile in the year 2007 had the Moto ROKR Z6, the Nokia N92, Samsung E840, Nokia N76, Sagem My 411X, Nokia 2626, Tata Indicom C2285, Nokia E65 and Fly XS210 vying for supremacy. While the Moto ROKR Z6 and Samsung E840 were smart slider phones that were following the style trend set by the N95, the E65 and N76 added a dash of style to smartphones with their form factors - the N76 cloned the looks of the iconic RAZR even while running Symbian S60! And then there was the extremely innovative Nokia N92, which was a clamshell handset with a 360 degree rotatable screen flap. It housed a 2.0 megapixel camera and was a good option not just for shooting videos, but also for viewing them by keeping the handset in a TV mount style.

However, all these behemoths were upstaged by the seemingly humble Nokia 2626. This candybar device was launched in India in a number of colour options, and offered a surprisingly large bouquet of features at its modest price of Rs 3,099.

It came with a colour display, a comfortable keypad, and featured GPRS and FM radio, with the option to save up to 20 channels in the FM, as well as voice recording and the phenomenal battery life, in best Nokia tradition. It did not offer as much as the competition, but it offered a lot at an affordable price. It was our phone of the month by a mile, aggregating a massive 90 per cent score!

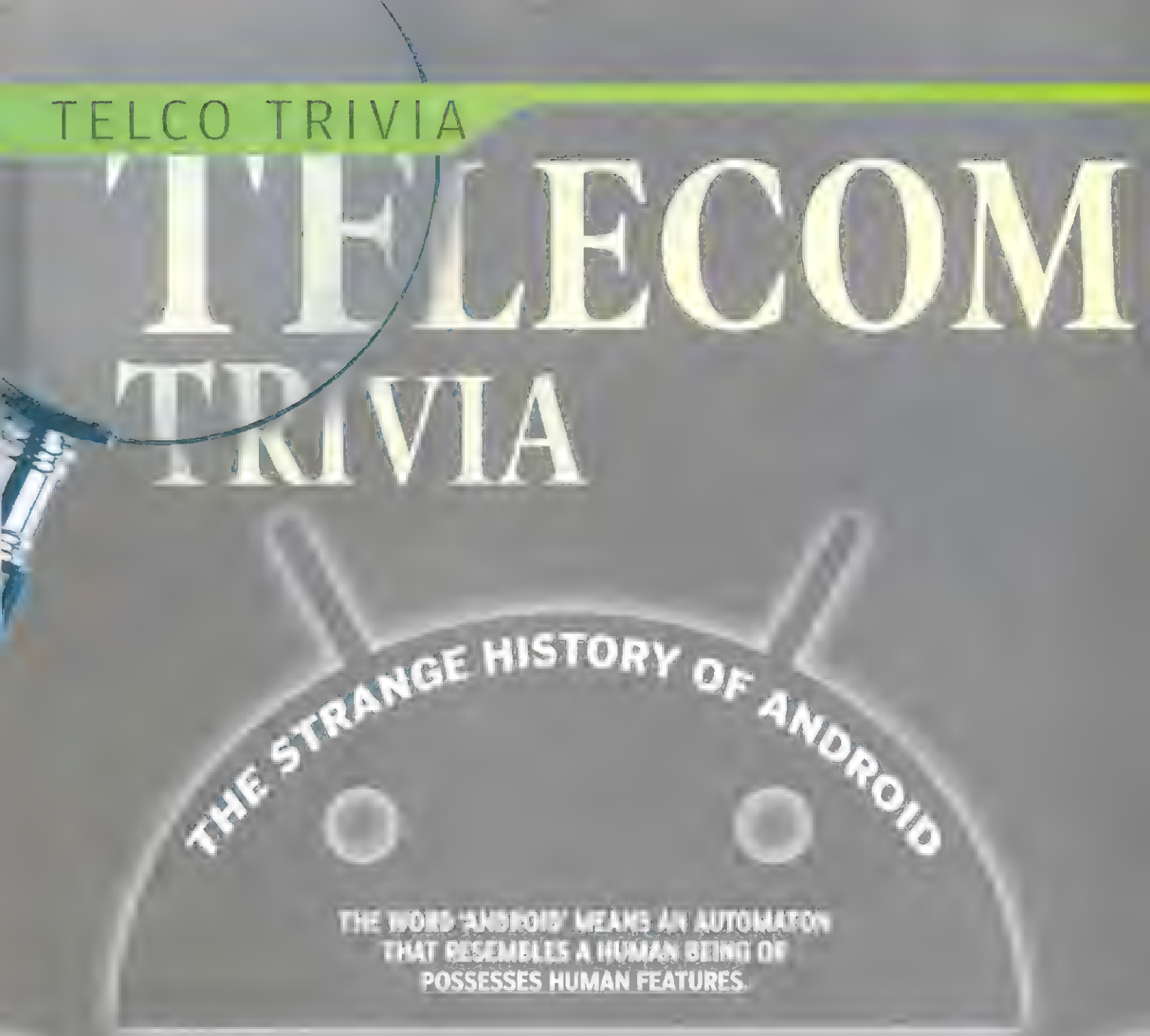
TODAY, IT IS DIFFICULT TO IMAGINE A PHONE LIKE THE NOKIA 2626 TAKING THE PHONE OF THE MONTH TITLE. THE SMARTPHONE ERA IS WELL AND TRULY ON AND LEAVE ALONE GPRS, CONSUMERS TODAY ARE LOOKING FOR 3G CONNECTIVITY EVEN IN RELATIVELY LOW-END DEVICES. IN FACT, TODAY A USER COULD EVEN GET A SMARTPHONE BY SPENDING JUST A LITTLE BIT MORE THAN WHAT ONE SPENT ON THE NOKIA 2626 FIVE YEARS AGO

Fast forward to 2012

Today, it is difficult to imagine a phone like the 2626 taking the Phone of the Month title. The smartphone era is well and truly on and leave alone GPRS, consumers today are looking for 3G connectivity even in relatively low-end devices. In fact, today a user could even get a smartphone by spending just a little bit more than what one spent on the 2626 five years ago. Cameras are staple fare and storage has gone from KB to GB territory. And most dramatically of all, perhaps the reign of Nokia is facing a stiff challenge from the likes of Samsung and HTC. And interestingly the Finnish company is doing what it did in 2007 to recover lost ground - release handsets across different price ranges (the Lumia and Asha series). Now who was it who said that the more things change, the more they stay the same? ■

mukesh@mymobile.co.in

TELECOM TRIVIA



THE STRANGE HISTORY OF ANDROID

THE WORD 'ANDROID' MEANS AN AUTOMATON THAT RESEMBLES A HUMAN BEING OR POSSESSES HUMAN FEATURES.

■ Android was not the brainchild of Google. It was devised by Andy Rubin, Rich Miner, Nick Sears and Chris White way back in 2003 in Palo Alto, California. Google acquired Android Inc in 2005 for $50 million and announced Android as a mobile platform on 5 November 2007 (interestingly, after Apple announced the iPhone). Incidentally, it took 12 million lines of code for Google developers to make the Android OS!

■ The Android popular logo is inspired from a 1990 game from Atari systems. The robot icon was designed by Irina Blok and is known as 'bugdroid' among Android team members.

■ Android market was announced on 28 August 2008 and was made available to public on 22 October 2008. The first Android device, HTC Dream G1 was released on 22 October, 2008.

■ The first app to be developed for the platform was the highly popular game, Snake. Ironically, the game had gained popularity on the OS that Android would later replace as the most popular in the world - Symbian. Just for the record, the first malware for the Android OS was the SMS-Trojan, which was called Trojan-SMS.

■ Versions of Android are named in alphabetical order with 1.5 Cupcake being the first named after a dessert and every update since following this naming principle. The later versions were named Donut, Eclair, Froyo, Gingerbread, Honeycomb, Ice Cream Sandwich and Jelly Bean.

■ For around 45 percent of Android users, Android is their first smartphone. And 46 per cent Android users prefer touchscreen over a physical keyboard.

■ 65 percent of users as of June 1 were still using Android 2.3 (Gingerbread) and 19.1% are still on Android 2.2 (Froyo). While 4.0 (Ice Cream Sandwich) has reached about 7% devices.

Ten Things You Might Not Know About...

Ratan Naval Tata, Chairman, Tata Group

1. Ratan Tata was raised along with his brother by their grandmother, Lady Navajbai, after his parents separated in the mid 1940s.

2. His first job with the group involved working with the Tata Steel division where he worked with the blue-collar employees, shovelling stone and handling the blast furnaces.

3. He has two passions in life, cars and aircraft. He has always dreamt of being a fighter pilot. He owns a Falcon Jet which he likes to pilot himself sometimes.

4. He turned down a job offer from IBM, following the advice of JRD Tata, and entered the family business.

5. In spite of heading one of the country's most famous corporate houses, he remains a shy man and rarely features in the society glossies, preferring to stay in a book-packed, dog-filled bachelor flat in Mumbai's Colaba.

6. His fleet of cars includes a Chrysler Sebring, a Land Rover Freelander, an Indigo Marina, a Masserati and a Ferrari California.

7. He loves dogs and many believe that his closest friends are his German Shepherds.

8. He likes metallic ties and matching handkerchiefs.

9. He loves home cooked food and likes to collect pieces of art.

10. Although he remains a bachelor, he has fallen in love and come close to getting married as many as four times, according to an interview he gave to a media firm.

*Disclaimer: The information has been collected from the public domain and not from an interview with Ratan Tata.

Talk Time...

"I feel fortunate to be part of a company that is having such a profound impact in the world."

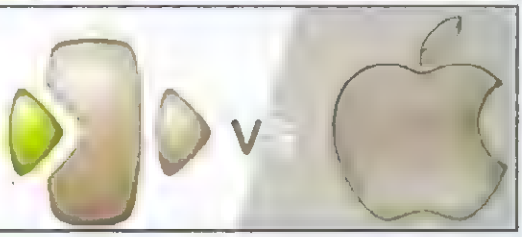
-SHERYL SANDBERG
CHIEF OPERATING OFFICER AND DIRECTOR, FACEBOOK ON BEING APPOINTED TO THE FACEBOOK BOARD

"Tablet that's a great PC - a PC that's a great tablet"

-STEVEN SINOFSKY
THE PRESIDENT OF MICROSOFT'S WINDOWS DIVISION ON THE LAUNCH OF MICROSOFT SURFACE

"We remain disappointed that Apple continues to favour competition in the courtroom over competition in the marketplace."

-HTC
IN A STATEMENT, AFTER A BRITISH COURT RULED THAT HTC DID NOT INFRINGE ON A PATENT OWNED BY US TECHNOLOGY GIANT APPLE



"People want Nokia to succeed, people love the brand, but they need an excuse to do that and the excuse is that product."

-PETER WALSHE
A DIRECTOR AT MILLWARD BROWN WHOSE BRANDZ STUDY LAST MONTH SAW NOKIA FALLING OUT OF TOP 100 MOST VALUABLE GLOBAL BRANDS

"In this process of digitalisation, I personally feel that the urban audience will move towards tablets and the rural audience will move towards the mobile phone."

-JAWHAR SIRCAR
CEO, PRASAR BHARATI

I am looking for a phone with the best voice clarity and that is the most important aspect for me. My budget is anything under Rs. 10,000.

-Anudeep

There are many phones that offer good voice quality. If you are looking for smart phone then you should go with HTC Explorer, it runs on Android v2.3 (Gingerbread) OS, 3.0-megapixel camera, 3.2-inch capacitive touchscreen, 600 MHz Scorpion processor, 2G and 3G support, Wi-Fi, FM radio and expandable memory of up to 32 GB. Another option could be Nokia 500 which runs on Symbian Anna OS has a 5.0-megapuixel camera, 3.2-inch TFT touchscreen, 1GHz ARM11 Processor, FM radio, Wi-Fi and expandable storage capacity of up to 32 GB. Both these phones will be around Rs 10,000.

I want to buy a touchscreen phone with a 5.0-megapixel camera and video calling support. Please suggest which amongst Micromax A70, Samsung Duos and Karbonn A/K9 is a better option.

-Rakesh Mathur

If having a 5.0-megapixel camera is your priority then you have two options, Micromax A70 and Karbonn A9, but if I compare these both phone I would suggest you to go with Karbonn A9 because it comes with 3.8inch IPSscreen , Android v2.3 (Gingerbread) OS, 1Ghz processor, 1600mAh which gives you an amazing experience.

I want to buy a smartphone and have to chose between and Android, BlackBerry or Windows 7.5 operating systems. I want to know, which is a better operating system in terms of availability of applications, social networking, sharing, connectivity and ease of use? My budget is up to Rs 20,000. Please suggest some mobile phones in that range running on the operating system recommended by you.

Pranav

Today Android is leading the market as far as operating systems go. There is a wide variety of devices available in every price range. Another thing is that it has a very strong application ecosystem and most of the applications are free. Among Android phones, you can consider HTC One V which comes with Android v 4.0 (Ice Cream Sandwich) OS, 3.7-inch Super LCD 2 Touchscreen, 1 GHz Processor, 5 MP Primary Camera, HD Recording and Wi-Fi Enabled. It will fit well within your budget.

I am considering to buy Micromax A50. Please suggest.

-Abhishek Kumar

Yes it's a good phone but I would like to suggest a similar phone which is better than the A50. It's Karbonn A5, which comes with 3.5 inch capacitive screen, 800 MHz processor and 1420 mAh battery which makes it much better than Micromax A50. In A 50 you have 3.1 inch screen, 600 MHz processor and only 1200 mAh battery..

I would like to purchase an affordable tablet. Blackberry Playbook and SonyTablet S (basic WiFi model) are the two I have shortlisted. I want to know whether I will be ableto use my Samsung Galaxy Y to connect these to the Internet using Bluetooth or WiFi? Is there any other tablet that you can suggest?.

-Mohan P Jacob

You can go with Sony Tablet S. As far as the tablets go you can connect them to Internet through WiFi directly wherever possible. Samsung Galaxy Y has a WiFi Hotspot functionality through which you can connect your tablet to your phone for internet connectivity on the go. It's preferable to use 3G connection for WiFi Hotspot.

I have a Nokia N8 but Google Maps are not running on it properly. Please suggest what should I do? .

-Dhruv Malendra

Google Maps are not supported by your phone. Instead you can use Nokia Maps that come preloaded on the phone with free voice guided navigation..

I have a Samsung Galaxy Y but I am not able to play some videos that I have downloaded from the Internet. Please tell me what should I do.

-Devendra Karki

It depends on the resolution of the video which you have downloaded from the Internet if the resolution is higher than what your phone supports, it won't play. It will give you an error message that file format is not supported or only sound will be played.

I want to buy a handset in the price range of Rs 11000 to Rs 13500. I am considering HTC ChaCha, BlackBerry Curve 9380 or Samsung Wave III. Which one should I go for?.

-Yashu Jindal

Samsung Wave3 runs on Bada OS which is their own OS, with BlackBerry Curve you can use BBM and email well but it's not very impressive on the multimedia front. HTC Chacha is an Android phone and if you want a phone with a QWERTY keypad then you a chose it. Still it has been released a while back and the operating system is an older version. Instead you can also consider HTC Desire C which has a 3.5-inch screen, Android OS, v4.0 (Ice Cream Sandwich), Beats Audio sound enhancement and Bluetooth v4.0 with A2DP which makes it a fully loaded phone in this price range .

Please suggest how I can test a mobile's processor. What are the different kinds of tests that can be done? Are there any tools for the same?

-Sowjanyaj

You can download Quadrant Standard from the play store which will only works in Android phones.

Is your mobile phone acting strange? Email your queries at **team@mymobile.co.in** and our mobile doctor Arshdeep Singh will suggest remedies for your ailing device.

Disclaimer: The views expressed by Arshdeep Singh are his own and do not necessarily coincide with those of *My Mobile*.

New Frontiers for Mobile Banking

Now that it is clear that the mobile is not just another device for accessing Internet banking, the discussion has moved to establish why mobile banking is ahead of its progenitor. The argument that mobile and Internet banking may not be compared is strengthened when one considers that there are a number of new innovations that are possible only in the mobile banking space.

Storing personal preferences for greater convenience

A new trend takes advantage of the fact of the mobile phone being a very personal device to store certain data on the phone itself, to improve the quality of user experience. Say that instead of logging into an Internet banking account to pay a monthly school fee, a parent uses a mobile phone for the same purpose. The mobile 'remembers' these details so that the next time the parent tries to pay the school fee, it auto-populates the data, and all that the user needs to do is authorise the transaction.

The key difference between this feature and the personaliSation option in Internet banking is that in mobile banking, the onus of storing the data rests with the user, whereas in the case of Internet banking, it lies with the service provider. Another difference is that unlike the settings specified on Internet banking which are unique to each service provider, once data is stored on the mobile, it can participate in similar transactions of different service providers to improve customer convenience. This would eventually bring down the number of clicks – a key factor in the adoption of m-commerce – dramatically.

From clicks to gestures

Device manufacturers are using the motion sensing ability of the smartphone to make it easier and faster for customers to access banking services. A customer can access popular services from the pre-login section of their mobile banking page, with a simple shake of the phone! The customer can 'map' the act of shaking to a service of his choice, thereby doing away with cumbersome scrolling and clicking.

Social networks as two-way banking channels

The younger generation prefers to channelise all activity through online networking sites. To them, social networks are as good a channel as any to do their banking on. Some banks have established an official virtual banking entity on popular social media sites, which connects them with customers as they go about their networking activities. The bank is able to identify its customers logged into a social network by virtue of having paired with them earlier, using regular social features such as 'follow me' and 'like'. In future, banks might accept a Facebook or Twitter ID as customer identification by linking it with the customer's bank ID or mobile number. This implies that when a customer sends a balance request to the bank via Facebook, the bank can recognise them instantly and respond either on Facebook itself (not very appealing) or send a message to their inbox. This innovation makes banking truly seamless.

Help customers manage their financial situation

A late 2009 study of over 1,000 consumers in the United States highlighted that younger people needed help with managing day-to-day finances. Significantly, despite the events of the crisis, they still looked up to their banks as the primary source of advice. These findings imply that there is an opportunity for banks to offer Personal Financial Management (PFM) services to the younger segments. Owing to the arrival of the smartphone, mobile banking can play an important role in PFM. Not only can the screen display hundreds of records, but also the phone is sophisticated enough to support rich graphics and analysis.

Enhanced-LBS

The GPS functionality of the mobile phone has spawned a genre of location-based services. In future, such services could become more intelligent to automatically suggest the closest service provider when queried, without the customers having to search or specify their location. In recent times, different types of location-specific apps have hit the market, one of which is the mobile coupon. Using this app, merchants can send marketing coupons to customers as they pass their store. Analysts have predicted that the smartphone plus downloadable app combine will expand the mobile coupon market to over 300 million users by 2014.

And there's more!

Although the mobile banking space is buzzing with exciting ideas, how far they succeed will depend upon how well they are executed. Applications with heavy images and sophisticated, rarely used features will deter, rather than impress customers. While mobile banking must keep on innovating to bring relevant services to customers, the offerings must be simple, uncluttered and user-friendly to enjoy mass adoption. ■

(Reference: *The Next Growth Opportunity for Banks: How the Post-Crisis Financial Needs of Younger Consumers Will Transform Retail Banking Services, Cisco Internet Business Solutions Group (IBSG), Feb 2010.*
Mobile Coupon Usage to Triple Exceeding 300 Million People Globally by 2014, 8th Dec 2009, http://www.cellular-news.com/story/40984.php)

Chandrashekar Rao Kuthya, senior product line manager – Finacle Mobile Banking

(Disclaimer: the views and opinions expressed in this article are those of the author and do not reflect the stance of the magazine)

RNI REG NO./DELENG/2005/150
DL (ND)- 11/6100/2012-13-14
(Posting Date 19-20 of every month)

NOKIA

Pure Detail with PureView

Experience amazing clarity with the **41 megapixel sensor.**

Nokia 808 PureView

This photo was taken with the 41 megapixel sensor on the Nokia 808 PureView.

© 2012 Nokia. Nokia is a trademark of Nokia Corporation, other trade names/trademarks are owned by their respective owners.

Available at: NOKIA Priority Partner

NOKIA Care 30303838*

To find the nearest Nokia Care Centre, SMS NCC<space> City Name & send it to 55555*

To know more about Nokia, visit www.nokia.co.in

Always insist on original Nokia India Warranty to safeguard against buying used, refurbished or tampered phones. Nokia India Warranty is applicable only for phones imported/manufactured by Nokia India Pvt. Ltd. #For assistance on Nokia products and services, call Nokia Care. Add STD code when dialling from a GSM connection. * Premium SMS charges apply.

5287. 2012